Armstrong's Linoleum

Pattern Book 1921

Distributed by

Ballou, Johnson & Nichols Company,

PROVIDENCE, R. I.

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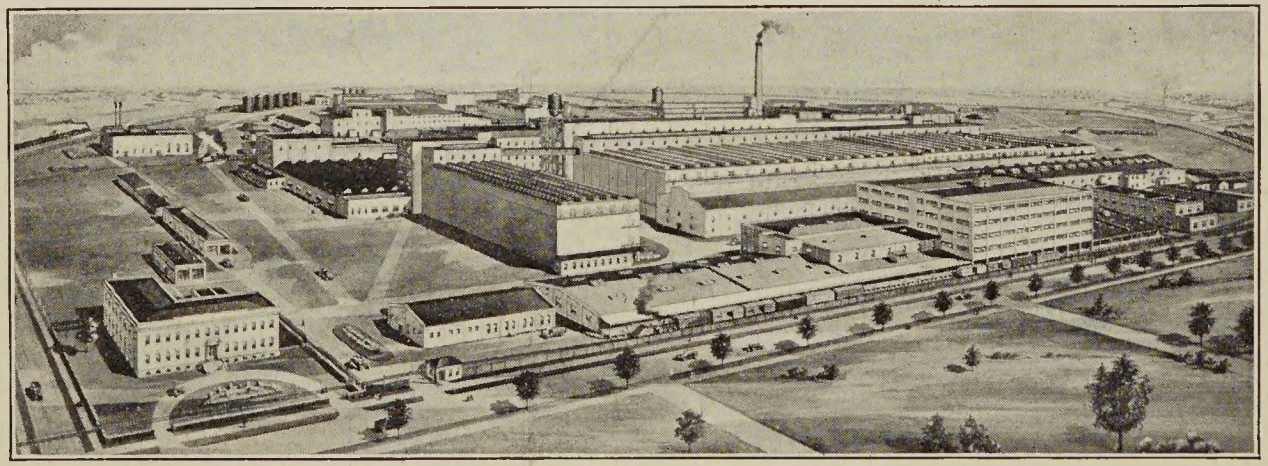

The thirty-acre plant at Lancaster where Armstrong's Linoleum is made

Armstrong's Linoleum

Plain Printed Inlaid Jaspé

Season 1921

Reg. U. S. Pat. Off.

Armstrong Cork Company,
Linoleum Department,
LANCASTER, PA., U. S. A.

212 Fifth Avenue, New York City
Heyworth Building, Chicago, Ill.

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Armstrong's Linoleum is supplied in rolls approximately thirty yards in length

Each pattern in this book is one-eighth actual size

Cut-Order Department

Colors Nos. 23, 24, 25 and 26 in Armstrong's Plain Linoleum, all four colors in Armstrong's Jaspe Linoleum, and all of the Carpet Inlaids shown on pages 33 to 39 will be supplied to the retailer in cut order quantities. Orders for exact room sizes, allowing for waste, should be placed through your jobber, through whom they will be billed in the regular way. An additional charge of ten cents per yard is made to cover the cost of handling.

Send for the "Portfolio of Cut-Order Patterns," which contains lithographs, 8½ x 11 inches in size, of all the patterns carried regularly in stock at the factory to be supplied on cut orders.

Cut orders will be accepted only for those colors and patterns in this book marked "Supplied in Cut Quantities." **No other patterns except those so marked will be cut at the factory.**

The 1921 Armstrong Line

A few years ago the linoleum buyer, in making up his order, selected only those kitchen and bathroom patterns which experience told him would be called for by his trade. Placing his order for linoleum was a perfunctory duty, because linoleum —like sugar in a grocery store—was sold only when customers asked for it.

But in 1921 the linoleum buyer, as he goes through this, the latest edition of the Armstrong Pattern Book, and notes the character of the designs and colorings presented in the 1921 line of 283 patterns will have the change that has taken place in the linoleum merchandising field strongly impressed upon him. Once sold as a sanitary floor covering for kitchens and bathrooms, linoleum truly has achieved new dignities as a modern floor, to be selected in appropriate patterns "For Every Room in the House."

Modern Linoleum Selling

The salesman who would develop business for his firm and give service to his customers now considers linoleum patterns in relation to the subject of interior decoration. He thinks of linoleum as a sanitary base upon which to throw fabric rugs and as an integral part of the color scheme. If his customer's room is to be "done" in gray, for instance, he helps her select a gray linoleum darker in tone than the wallpaper and of a shade that harmonizes with the rugs and furnishings. The keen,

foresighted linoleum buyer today makes sure that he carries a reasonable number of patterns suitable for living-rooms, dining-rooms, bedrooms, sunrooms, halls, etc., as well as the more usual kitchen patterns, and his salesmen are on the constant look-out for opportunities to tell their customers about these modern linoleum floors, which are less expensive and so much easier to keep clean and in good condition than wood floors.

Meeting with Approval

Since September, 1917, when the makers of Armstrong's Linoleum, with a vision of the tremendous market for linoleum that exists in the homes of each town and city, began to advertise Armstrong's Linoleum floors in the magazines "For Every Room in the House," this modern idea has made very satisfactory headway. Merchants all over the country report that their customers are buying linoleum for "best rooms" and that the total amount of such sales annually is adding materially to their volume of business. Here and there people have entirely floored new as well as old houses with Armstrong's Linoleum. The interior decorators have placed the stamp of their approval upon the idea and are recommending the use of linoleum floors to their clients.

Any merchant who fully comprehends the linoleum possibilities that exist in his own trade territory is in a good position to reap very definite benefits from the advertising

and promotion work that has been so persistently done since 1917. For he will find that his customers know about this linoleum idea now, and are becoming more and more favorable to it. All that he needs to do is to carry the right sort of patterns and to merchandise them properly in order to get increased business of this kind.

Armstrong Advertising in 1921

During 1921 the advertising of Armstrong's Linoleum will be continued with increased vigor. Beautiful pages in full color will be shown every month in the year in the *Ladies' Home Journal* and frequent insertions are scheduled in the *Woman's Home Companion*, the *Delineator*, the *Woman's Magazine*, *McCall's Magazine*, and the *Saturday Evening Post*. These publications have subscription lists running into hundreds and thousands in every community in the United States. Probably at least three out of every five families that are on your list of customers subscribe to one or more of these magazines. In order to "cash-in" on this publicity, you need only to let your customers know that you handle Armstrong's Linoleum, and that you will help them select patterns suitable for the particular color scheme or plan of home decoration they have in mind.

Cut-Order Department

In order to enable you to give intelligent service to your customers who want linoleum floors for bedrooms, living-rooms,

dining-rooms, sunrooms, etc., without having to carry a larger stock of linoleum than your immediate sales will justify, the Cut-Order Department was organized. A portfolio containing lithographs of various colorings in plain and jaspe linoleums, carpet inlaids, and other patterns, will be mailed you upon request. You can use this portfolio as a sample book and take orders from it for cut quantities, sending your order to your jobber in the regular way. The exact amount of linoleum specified will be shipped from the factory and billed through the jobber. An additional charge of ten cents a yard is made to cover the extra cost of the service.

If you do not have a copy of the Cut-Order Portfolio, by all means send for one. It will be forwarded to you without charge, or obligation.

Armstrong's Inset Tile Linoleum

The growing popularity of linoleum for floors for enclosed sunrooms and sleeping porches, as well as for other rooms, has resulted in the introduction into the Armstrong 1921 Line of an interesting group of tile designs, which are designated as Inset Tile Linoleum. Turn to pages 25 to 30. These are manufactured in the Hamilton Straight Line A Grade. The modern designs and colorings offer real possibilities for increased business. Large lithographs of any in which you may be interested will be supplied you free upon request.

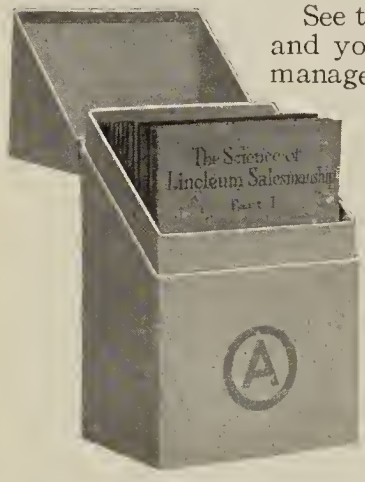
Armstrong's Cut-Out Window Display No. 40. One of these displays will be supplied, without charge, upon the request of any retailer handling Armstrong's Linoleum.

New Series of Sales Aids

In offering the 1921 line to the trade, announcement is made of a complete new series of linoleum selling helps, which will be supplied, as has been the custom, to any merchant handling the Armstrong Line, upon his request, without obligation or cost.

All these are fully described in the new book, "Handy Helps for Linoleum Merchandisers," (see page 10). Many merchants have used the Armstrong displays and other sales helps year after year with definite results. If you sell Armstrong's Linoleum, or expect to at any time in the future, it will pay you in dollars and cents to make such use as your local conditions justify of these important sales stimulants.

1. *"Handy Helps for Linoleum Merchandisers"* This illustrated 64-page, 9 x 12-inch book, contains complete descriptions of the new 1921 series of selling helps. It shows new window displays, including the Armstrong cut-out display No. 40, illustrated on page 9. It also shows the new store hangers and car cards, newspaper cuts, lantern slides, motion picture film, etc., which are at your disposal upon request.



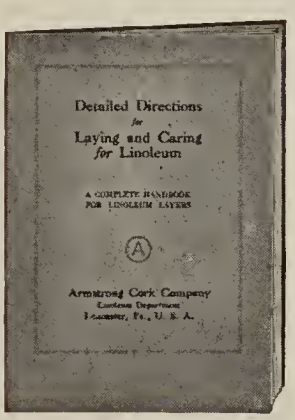
See that your linoleum buyer and your advertising or display manager have a copy of this suggestive book. As many as you require will be mailed you promptly upon request.

2. *"The Science of Linoleum Salesmanship."* A correspondence course in twelve parts for the retail salesman or saleswoman, written by Mr. J. G. Pattee, of Boston, Mass., formerly department manager for the R. S. White Company, nationally known as an expert in retail merchandising. Mr. Pattee is constantly employed in conducting schools of instruction in the leading department stores. His work is authoritative, informative, and stimulating.

The twelve booklets will be mailed to the street number of each linoleum salesman in your store, upon receipt of the name and home address. The lessons will be mailed at intervals of two weeks. A diploma suitably engrossed will be awarded to any salesman who satisfactorily completes the course, through a single written examination.

Any salesman, whether a veteran or a beginner, will find information of value in Mr. Pattee's discussion of the science of retail selling, as applied to the floor-covering field. If you desire your salespeople to become more efficient in their work, encourage them to take this course, and send in their names and home addresses at once.

3. "*How to Lay and Care for Linoleum.*"—Revised Edition. A 16-page, 3½ x 6-inch booklet, to be distributed to your customers at the time they purchase linoleum in your store. Upon request two hundred copies will be imprinted with your firm name and forwarded to you free of cost.



4. "*Detailed Directions for Laying and Caring for Linoleum.*" A 20-page handbook for the linoleum layer which describes in detail the approved method of installing linoleum floors.

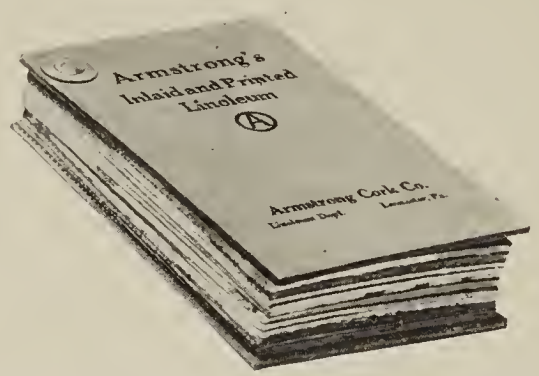
5. "*Linoleum Floors and Home Decoration.*" A 16-page portfolio, 11 x 14-inch, showing ten of the magazine color pages and four advertisements in black and white scheduled to appear during 1921.

6. "*Armstrong's Pocket Size Quality Sample Books.*" There are three of these books, each containing quality samples of Armstrong's Linoleum 5½ inches long by 3 inches wide, as follows:

Armstrong's Plain and Jaspe Linoleum.
Armstrong's Inlaid and Printed Linoleum.
Armstrong's Cork Carpet.

Any one or all three of these books will be forwarded to you upon request, without charge.

They are very convenient for use in connection with the "Pocket Size Pattern Book" for soliciting orders in or outside the store.



The illustration shows one of the three Pocket Size Quality Sample Books. Any or all three may be had without cost upon request.

Other Publications

"*The Art of Home Furnishing and Decoration*," (Revised Edition), by Frank Alvah Parsons, a prominent authority on interior decoration, has been prepared to supply information about linoleum floors to consumers who answer the advertisements in the national magazines. It includes a handsome series of color-plates, and can be had by any one for twenty cents in stamps—this nominal charge being less than half the cost.

"*Armstrong's Linoleum Floors*" (Revised Edition), is a special publication for architects, interior decorators, and builders. Not available for general distribution, but a copy can be had by any retail merchant on request.

"*Business Floors*," is a 40-page book containing selected colorplates of Plain colorings, Jaspe and Parquetry linoleum as well as Tile and Carpet Inlaid designs particularly appropriate for offices, stores, banks, churches, theaters, hotels, etc. It also includes specifications for laying linoleum, and is a valuable and instructive handbook for the owner, or builder. A copy may be had free on request.

THE GRADES AND PATTERNS OF ARMSTRONG'S LINOLEUM RECOMMENDED FOR DIFFERENT ROOMS AND PLACES

Place	Grade and Pattern Recommended
Banks	
	Any Hamilton Straight Line Inlaid. Any color of Battleship, Plain, Granite, Jaspe or Inset Tile pattern.
Barber Shops	
	Any Inset Tile pattern or any Hamilton Straight Line Inlaid. Fulton Inlaid: 3000, 3011, 3340, 3394. Acco Inlaid: 5004, 5005, 5080, 5300, 5361, 5372. Any Granite pattern. Plain linoleum or Jaspe in brown or green.
Bathrooms	
	Carpet Inlaid: 761. Hamilton Inlaid: 272, 330, 342, 360, 0171. Fulton Inlaid: 3000, 3400, 3450, 3452. Acco Inlaid: 5004, 5080, 5130, 5180, 5300, 5331. Printed Patterns: 7114, 7390, 7900, 8201, 8311, 8313, 8322, 8882, 8274, 8721, 8962. Linoleum Rugs: 861, 803. Plain Linoleum: 23. Jaspe: 12.
Bedrooms	
	Carpet Inlaids, especially 771, 772, 780, 782. Any matting pattern in prints: 8182, 8213, 8215, 8771, 8942, 8284, 8324. Any floral pattern in prints. A linoleum rug with a printed wood pattern for a surround makes a very pleasing effect. Patterns suitable for surrounds: 7821, 8861, 8263. Linoleum Rugs: 851, 852, 861, 801, 822, 811, 812. Plain Linoleums: 23, 24, 25, 26. Jaspe: 12, 14.

Billiard Rooms

Any Inset Tile pattern, any Parquetry Inlaid, Carpet Inlaid, or Granite, Cork Carpet, Plain or Battleship Linoleum or Jaspe 10 or 11.

Churches

Any color of Cork Carpet.

Club Rooms

Any Parquetry Inlaid, Carpet Inlaid, Granite, Cork Carpet, Battleship, Plain or Jaspe Linoleum, or Inset Tile pattern.

Dens

Any Parquetry Inlaid.
Any Carpet Inlaid, especially 772.
Granite: 6. Jaspe: 10, 11 or 14.
Printed Linoleum: 8212, 8222, 8225, 8920, 8921, 8922, 8283.
Any printed wood pattern: 7150, 7821, 7990, 8250, 8631, 8861, 7024.
Linoleum Rugs: 810, 821, 830, 850, 852, 853, 854, 901.

Dining-Rooms

Any Parquetry Inlaid.
Plain Linoleum: 20, 21 or 22. Jaspe: 11 or 12.
Any wood pattern in Fulton Inlaid: 1010, 1041, 3010, 3370.
Any wood pattern in Acco Inlaids: 5070, 5271.
Printed patterns: 7024, 7150, 7640, 7821, 7990, 8631, 8851, 8282, 8283, 8325, 8263.
Linoleum Rugs: 830, 800, 802, 822, 852, 900.

Display Windows

Parquetry Inlaids, Inset Tile Linoleum and Wood Prints are very appropriate; also Jaspe 11 or 12.

Place	Grade and Pattern Recommended

Hallways

Any Parquetry, Hamilton or Fulton Inlaid—especially those listed below. Any print except floral and matting patterns. Among the patterns recommended are:

Parquetry Inlaid: 590, 662, 690.

Hamilton Inlaid: 232, 250, 341, 350.

Fulton Inlaid: 3017, 3341, 3370, 3471, 3395.

Prints: 7821, 8192, 8231, 8851, 8861, 8263, 7990, 8830, 8294.

Stair and passage cloths, with borders, especially designed for use on hallways and stairways: 100, 101.

Hotel Lobbies

Inset Tile Linoleum: T42, T45, M60, M63.

Hamilton Inlaid: 232, 341, 350.

Any color of Granite is very good; also Battleships and Plains.

Kitchens

Any pattern in the line except Carpet Inlaids and matting and floral patterns.

Rug patterns, especially 890, 891, 892, 803, 861.

Laundries

Any inlaid or Inset Tile pattern.

Libraries

Any Parquetry Inlaid or Jaspe.

Wood patterns in Fulton Inlaid: 1010, 1041, 3491, 3370.

Wood patterns in Acco Inlaid: 5070, 5271.

Any color of Cork Carpet, Battleship, or Plain Linoleum.

Linoleum Rugs: 810, 830, 852, 854, 901.

Living-Rooms

Any Parquetry Inlaid pattern or Carpet Inlaid, except 761.

Any floral or matting print.

Linoleum Rugs: 800, 810, 821, 850, 854, 901, with 8263 as a surround, makes a very pleasing combination.

Lodge Rooms

See under "Club Rooms."

Nurseries

Any matting pattern in prints: 8184, 8213, 8771, 8942.
Any floral pattern in prints.
Linoleum Rugs: 822, 840, 830, 850, with a printed wood pattern for a surround, makes a very pleasing combination.
Jaspe: 12, 14.

Offices

Any Parquetry Inlaid, Inset Tile pattern, Carpet Inlaid, Hamilton Inlaid, or Fulton Inlaid.
Any color of Battleship Linoleum, Cork Carpet or Jaspe.
If printed linoleum is desired, any wood pattern: 7150, 7640, 7680, 7821, 7990, 8250, 8263, 8631, 8851, 8861.
Linoleum Rugs: 810, 830, 853, 854, 900.

Pantries

Hamilton Inlaid: 330, 340, 342, 0171, 360, 272.
Fulton Inlaid: 3340, 3452.
Acco Inlaid: 5002, 5130, 5300.
Any print except floral or matting patterns.

Playrooms

See under "Nurseries."

Reception Halls

Any Inset Tile pattern.
Any Parquetry Inlaid, Carpet Inlaid, Plain Linoleum, or Jaspe.
Hamilton Inlaid: 350.
Any printed wood pattern, especially 8263.
Linoleum Rugs: 812, 850, 852, 853, 901.

Refreshment Rooms

Inset Tile patterns.
Hamilton Inlaid: 232, 250, 330, 341, 350.

Refreshment Rooms—Continued

Fulton Inlaid: 1041, 3341, 3450, 3480, 5360.
Acco Inlaid: 5005, 5331.
Any color of Battleship, Plain or Granite; Jaspe 10, 12 or 14.
Any printed pattern, except floral designs.

Restaurants

Any Inset Tile pattern, Hamilton Straight Line, Fulton or Acco Inlaid.
Any D or E Grade print, except floral and matting patterns.
Any color Battleship or Granite.

Schools

Battleship—any color.

Sewing Rooms

Plain Linoleum, Jaspe or any Carpet Inlaid.
Any printed matting pattern, especially 8182, 8184, 8213, 8215, 8771, 8942.

Sleeping Porches

Cork Carpet, Plain Linoleum, Granite or Jaspe. The material should be cemented down.

Stairways

Stair Cloth: 100, 101.

Stores

Any Inset Tile design.
Any Hamilton Straight Line Inlaid, Parquetry Inlaid, Plain or Jaspe.
Any Fulton or Acco Inlaid.
Any D or E Grade print, other than mattings and florals.

Sun Parlors

Any Inlaid, especially 350, 360, 370, 390, 3452, 5002.
Any Inset Tile pattern.
Granites are especially suitable, as are Jaspes.

Theaters

Any color of Cork Carpet, Battleship or Plain Linoleum or Jaspe.
Any Parquetry Inlaid, Carpet Inlaid, Hamilton Inlaid, or Fulton Inlaid.
Any Inset Tile, especially for theater lobbies.
Acco Inlaids and Printed Linoleums are not recommended.

Vestibules

Any Parquetry, Hamilton or Fulton Inlaid or Inset Tile design. Among the patterns especially suitable for vestibules are:
Parquetry Inlaid: 600, 661, 690.
Hamilton Inlaid: 230, 271, 340, 350.
Fulton Inlaid: 1041, 3010, 3017, 3340, 3370, 3395, 3480, 3491.
Prints: 7024, 7025, 7810, 8231, 8620, 8720, 8840, 8962.

Special Notes:

Where an inlaid or printed linoleum is specified by number, the same design in other colors can be found in numbers of the same sequence of tens. Example: 3000 and 3002 are the same design but different colors.

For schools, theaters and offices, where there is much traffic and hard wear, Battleships, Granites and Jaspes are very serviceable.

For churches, libraries, etc., where quietness is desired, Cork Carpet is suitable.

It is a good general rule to observe that light colors show footmarks less than dark colors. Especially serviceable in this respect are those patterns with very strong contrasts in the colors, such as 232, 250 and 3341 in inlaids, and in the prints those patterns with mottled and mosaic effects.

Armstrong's Plain Linoleum

All Armstrong's Plain Linoleum is manufactured two yards wide only. The following table shows the grades in which each of the seven colors may be had.

Grades	*Made in*
Battleship ¼ inch	Colors Nos. 20, 21, 22
Battleship 6 mm	Colors Nos. 20, 21, 22
Battleship 3/16 inch	Colors Nos. 20, 21, 22
Light Battleship*	Colors Nos. 20, 21, 22
A	Colors Nos. 20, 21, 22, 23, 24, 25, 26
B	Colors Nos. 20, 21, 22, 23, 24, 25, 26
C	Colors Nos. 20, 21, 22, 23, 24, 25, 26
D	Colors Nos. 20, 21, 22, 23

Note: Colors Nos. 23, 24, 25 and 26 will be supplied in cut quantities. See page 4.

*Light Battleship is A Grade Plain Linoleum with unpainted back.

Brown—Color No. 20
For grades see above

Green—Color No. 21
For grades see page 19

Dark Gray—Color No. 22
For grades see page 19

Light Gray—Color No. 23
For grades see page 19
(Supplied in Cut Quantities)

Tan—Color No. 24
For grades see page 19
(Supplied in Cut Quantities)

Light Blue—Color No. 25
For grades see page 19
(Supplied in Cut Quantities)

Rose—Color No. 26
For grades see page 19
(Supplied in Cut Quantities)

Armstrong's Jaspe Linoleum

Armstrong's Jaspe Linoleum is manufactured two yards wide only. It is shown in four colors, as designated by name and number on the pages following. All four colors are made in the A and B grades only. Armstrong's Jaspe Linoleum is particularly suitable when chosen in appropriate colors for installation in living-rooms, dining-rooms, bedrooms, etc., as a permanent floor to serve as a base upon which to throw fabric rugs.

All four colors of Jaspe Linoleum will be supplied in cut quantities. See page 4.

Green—Color No. 10
For grades see above
(Supplied in Cut Quantities)

Brown—Color No. 11
For grades see page 23
(Supplied in Cut Quantities

Gray—Color No. 12
For grades see page 23
(Supplied in Cut Quantities)

Blue—Color No. 14
For grades see page 23
(Supplied in Cut Quantities)

INSET TILE LINOLEUM

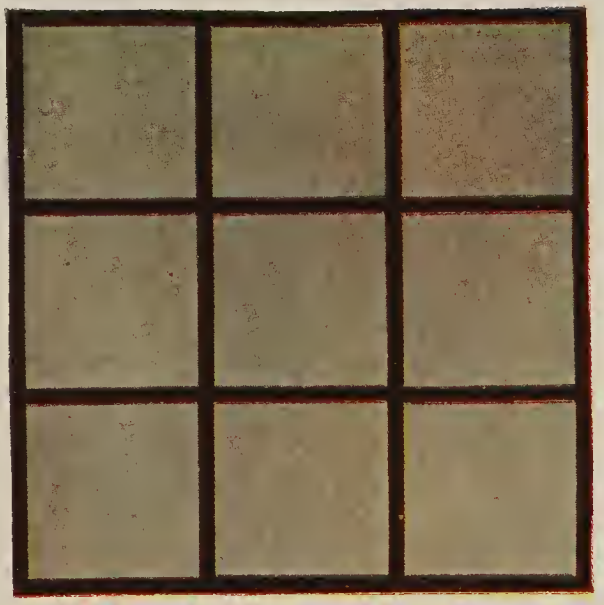
Armstrong's Inset Tile Linoleum

Armstrong's Inset Tile Linoleum is manufactured two yards wide only. These tile effects, which are offered this season for the first time, include six patterns in the plain color blocks and four with marbleized blocks. In each case the blocks are 5½ inches square and the interliners ½ inch wide. All Armstrong's Inset Tile Linoleum is made only in one grade—A Straight Line.

These inset tile designs are offered in response to a definite demand for patterns particularly suitable for use in sun porches, vestibules, halls, offices, hotel lobbies, store rooms, cafeterias, restaurants, billiard rooms, etc., or wherever a design of this character is suitable.

No. T40 Inset Tile
2 yards wide only

No. T41 Inset Tile
2 yards wide only



No. T42 Inset Tile
2 yards wide only

No. T43 Inset Tile
2 yards wide only

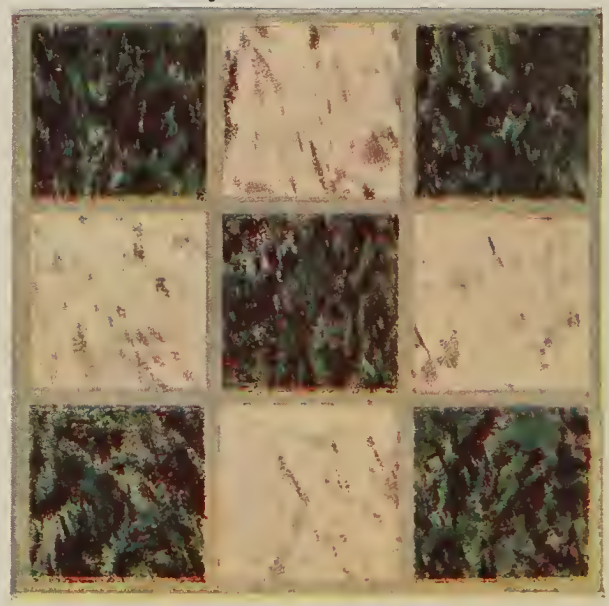
No. T44 Inset Tile
2 yards wide only

No. T45 Inset Tile
2 yards wide only

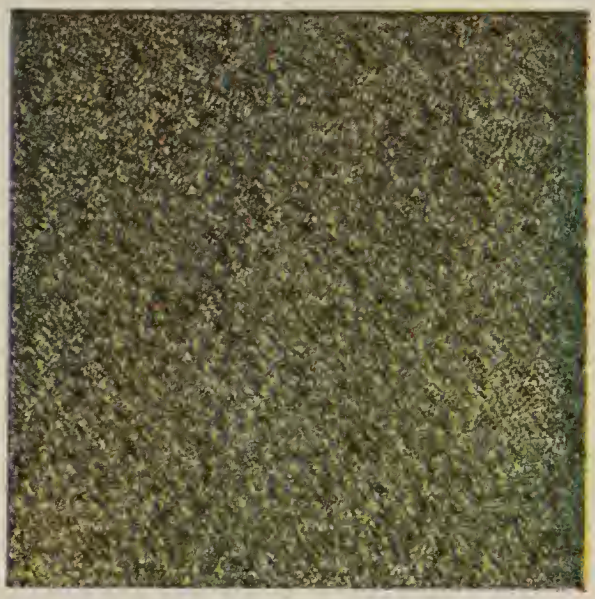
No. M60 Inset Marble Tile
2 yards wide only

No. M61 Inset Marble Tile
2 yards wide only

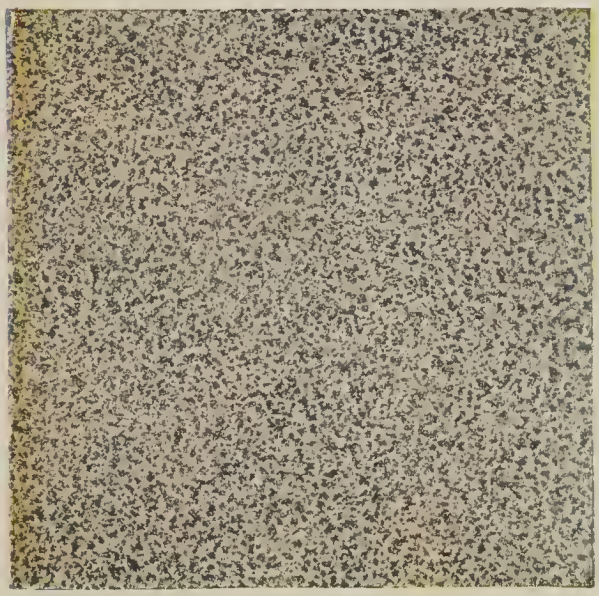
No. M62 Inset Marble Tile
2 yards wide only



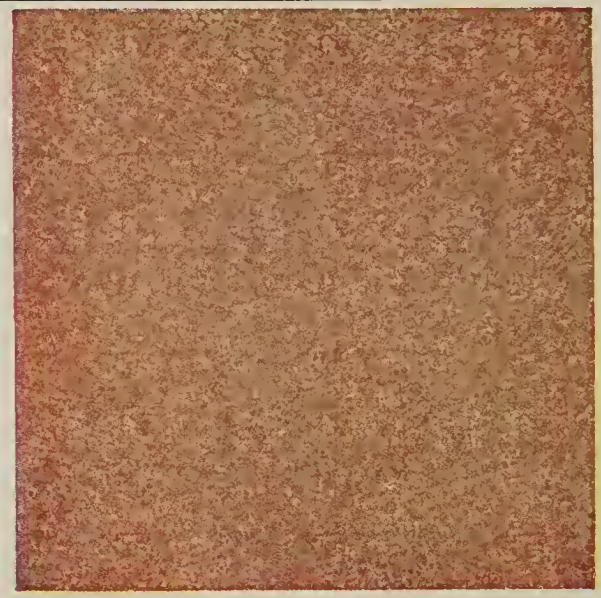
No. M63 Inset Marble Tile
2 yards wide only



No. 3 Granite
2 yards wide only



No. 5 Granite
2 yards wide only



No. 6 Granite
2 yards wide only

CARPET INLAID

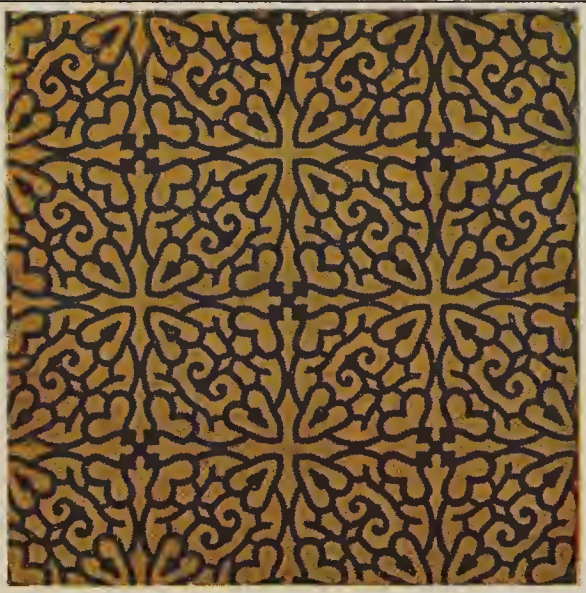
No. 741 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 742 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 750 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 751 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 752 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)



No. 760 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 761 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 770 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 771 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 772 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

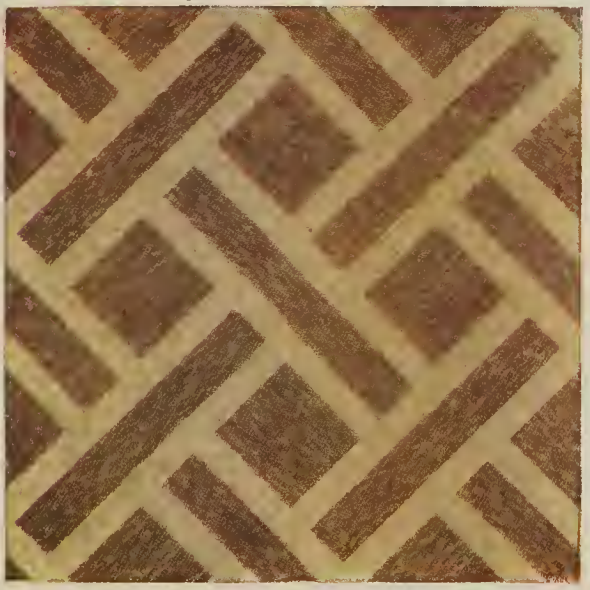
No. 780 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 781 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

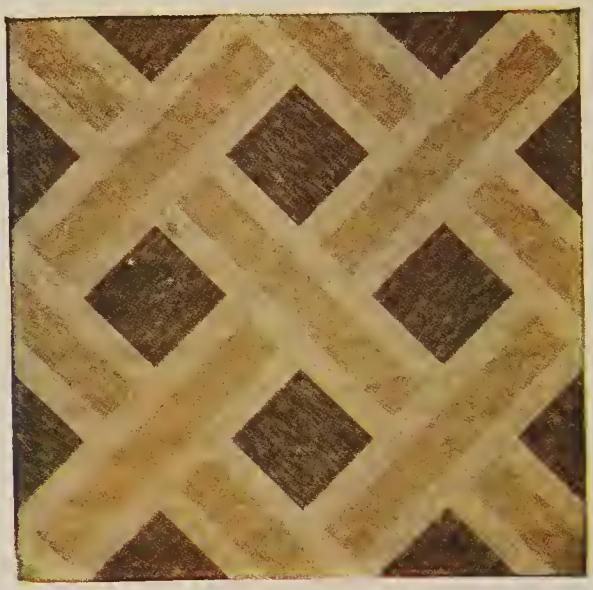
No. 782 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

No. 783 Carpet Inlaid
2 yards wide only
(Supplied in Cut Quantities)

PARQUETRY INLAID



No. 590 Parquetry Inlaid
2 yards wide only



No. 591 Parquetry Inlaid
2 yards wide only

No. 600 Parquetry Inlaid
2 yards wide only

No. 611 Parquetry Inlaid
2 yards wide only

No. 661 Parquetry Inlaid
2 yards wide only

No. 662 Parquetry Inlaid
2 yards wide only

No. 690 Parquetry Inlaid
2 yards wide only

No. 200 Hamilton Inlaid—A Grade
2 yards wide only

No. 201 Hamilton Inlaid—A Grade
2 yards wide only

No. 210 Hamilton Inlaid—A Grade
2 yards wide only

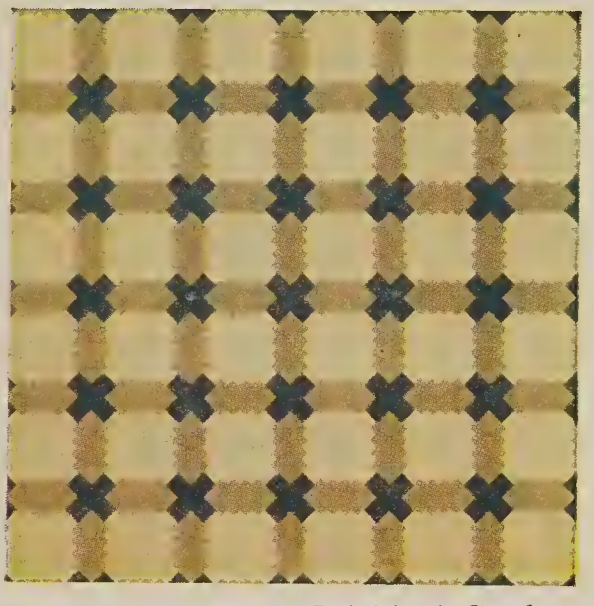
No. 212 Hamilton Inlaid—A Grade
2 yards wide only

No. 230 Hamilton Inlaid—A Grade
2 yards wide only

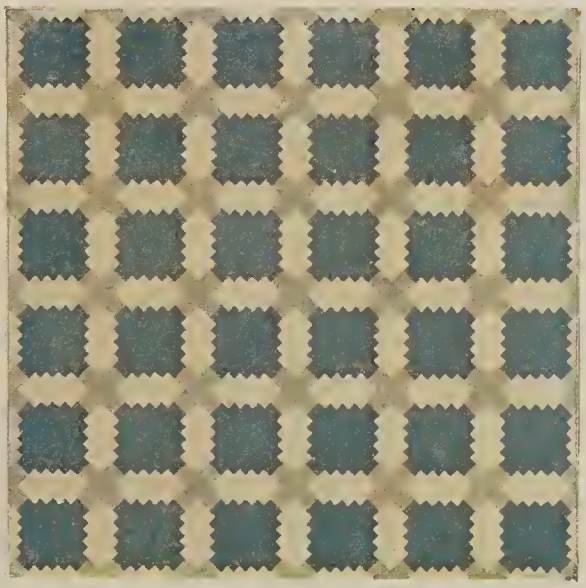
No. 232 Hamilton Inlaid—A Grade
2 yards wide only

No. 250 Hamilton Inlaid—A Grade
2 yards wide only

No. 263 Hamilton Inlaid—A Grade
2 yards wide only

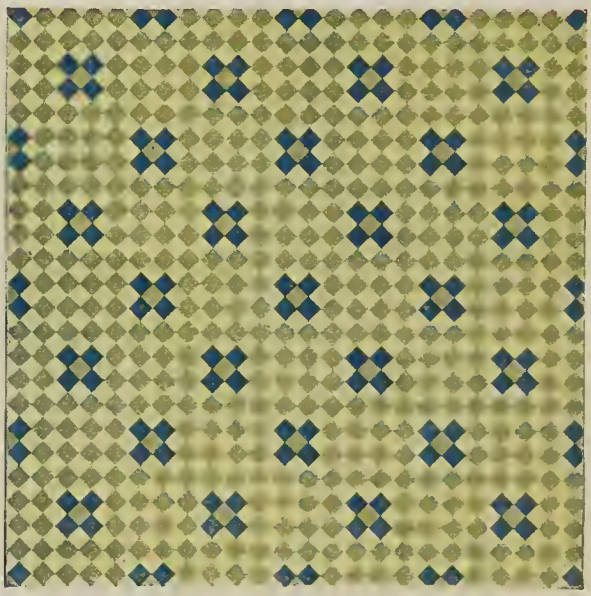


No. 271 Hamilton Inlaid—A Grade
2 yards wide only



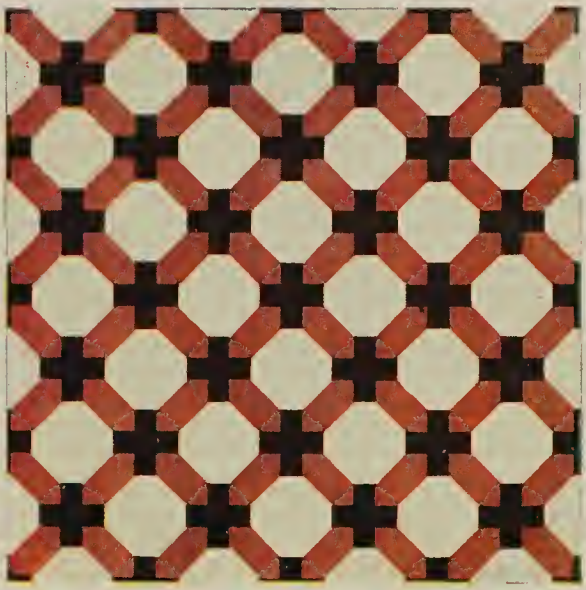
No. 272 Hamilton Inlaid—A Grade
2 yards wide only

No. 294 Hamilton Inlaid—A Grade
2 yards wide only



No. 330 Hamilton Inlaid—A Grade
2 yards wide only

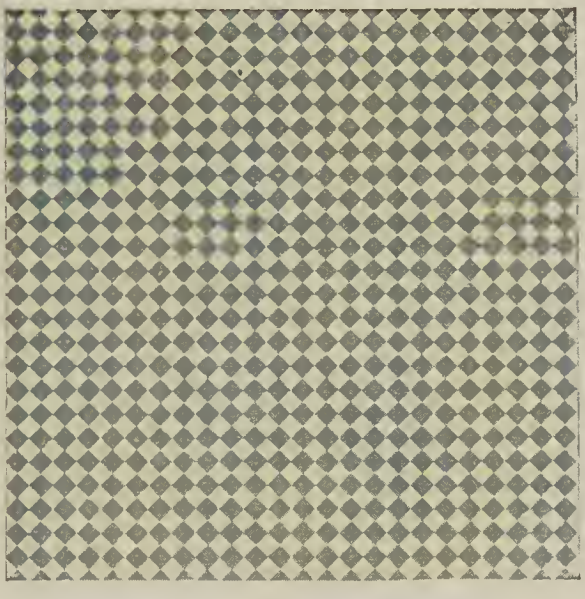
No. 340 Hamilton Inlaid—A Grade
2 yards wide only



No. 341 Hamilton Inlaid—A Grade
2 yards wide only

No. 342 Hamilton Inlaid—A Grade
2 yards wide only

No. 350 Hamilton Inlaid—A Grade
2 yards wide only



No. 360 Hamilton Inlaid—A Grade
2 yards wide only

No. 370 Hamilton Inlaid—A Grade
2 yards wide only

No. 371 Hamilton Inlaid—A Grade
2 yards wide only

No. 380 Hamilton Inlaid—A Grade
2 yards wide only

No. 390 Hamilton Inlaid—A Grade
2 yards wide only

No. 391 Hamilton Inlaid—A Grade
2 yards wide only

No. 0171 Hamilton Inlaid—D Grade
2 yards wide only

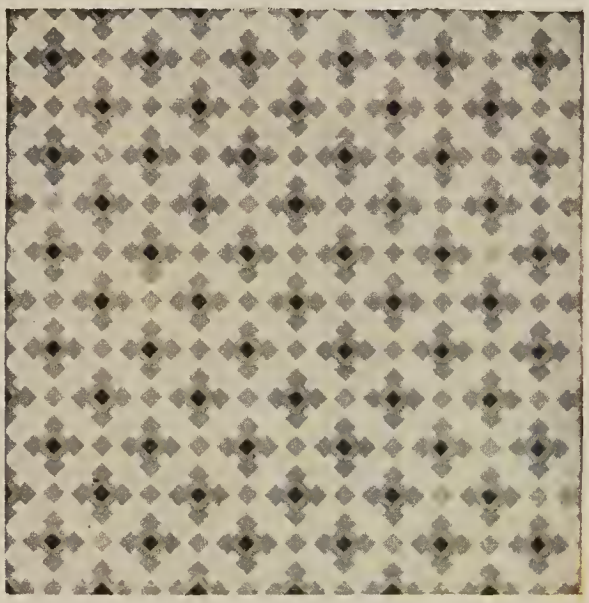
No. 0172 Hamilton Inlaid—D Grade
2 yards wide only

No. 0173 Hamilton Inlaid—D Grade
2 yards wide only

No. 0210 Hamilton Inlaid—D Grade
2 yards wide only

No. 0211 Hamilton Inlaid—D Grade
2 yards wide only

No. 0212 Hamilton Inlaid—D Grade
2 yards wide only



No. 0213 Hamilton Inlaid—D Grade
2 yards wide only

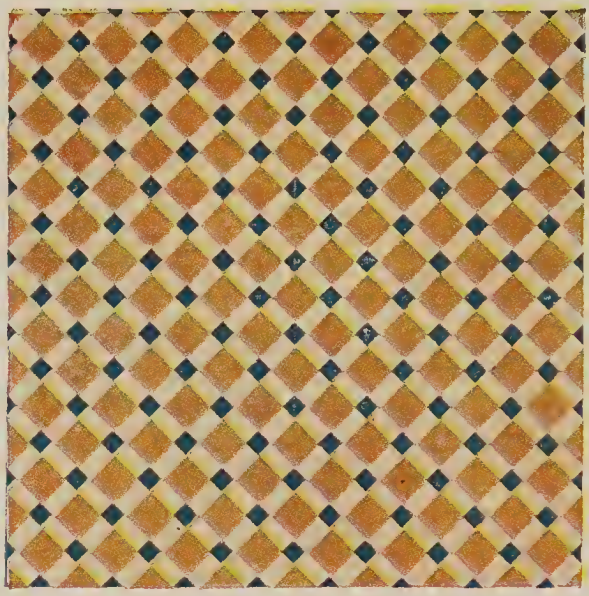
No. 0220 Hamilton Inlaid—D Grade
2 yards wide only

No. 0221 Hamilton Inlaid—D Grade
2 yards wide only

No. 0222 Hamilton Inlaid—D Grade
2 yards wide only

No. 0223 Hamilton Inlaid—D Grade
2 yards wide only

No. 0230 Hamilton Inlaid—D Grade
2 yards wide only



No. 0231 Hamilton Inlaid—D Grade
2 yards wide only

No. 0232 Hamilton Inlaid—D Grade
2 yards wide only

No. 1010 Fulton Inlaid—B Grade
2 yards wide only

No. 1041 Fulton Inlaid—B Grade
2 yards wide only

No. 3000 Fulton Inlaid—B Grade
2 yards wide only

No. 3002 Fulton Inlaid—B Grade
2 yards wide only

No. 3010 Fulton Inlaid—B Grade
2 yards wide only

No. 3011 Fulton Inlaid—B Grade
2 yards wide only

No. 3017 Fulton Inlaid—B Grade
2 yards wide only

No. 3340 Fulton Inlaid—B Grade
2 yards and 4 yards wide

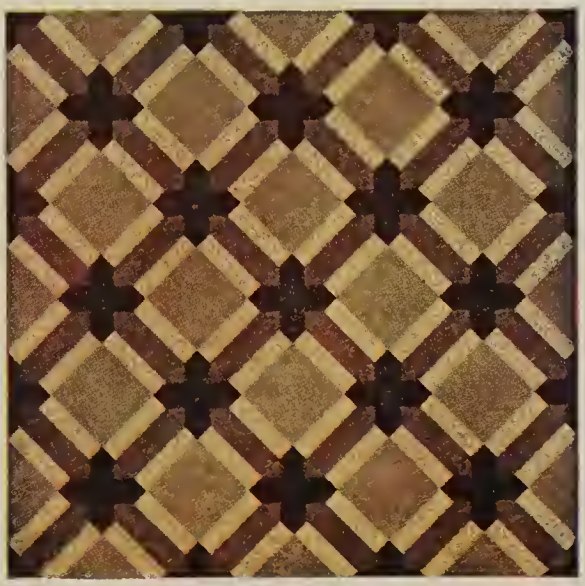
No. 3341 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3370 Fulton Inlaid—B Grade
2 yards wide only

No. 3393 Fulton Inlaid—B Grade
2 yards wide only

No. 3394 Fulton Inlaid—B Grade
2 yards wide only

No. 3395 Fulton Inlaid—B Grade
2 yards wide only

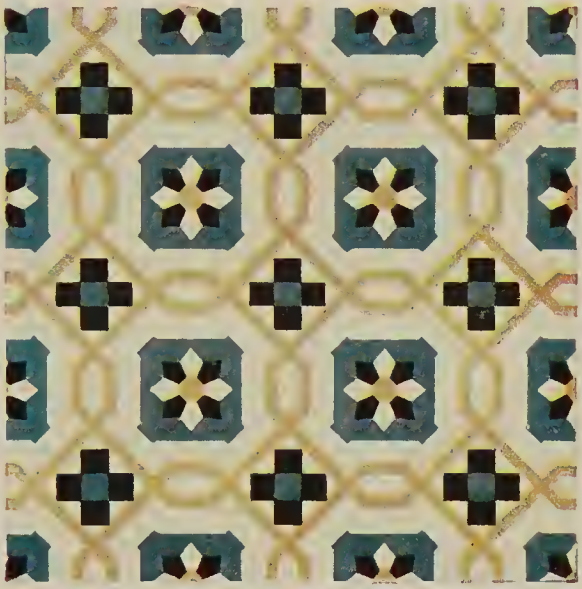


No. 3396 Fulton Inlaid—B Grade
2 yards wide only

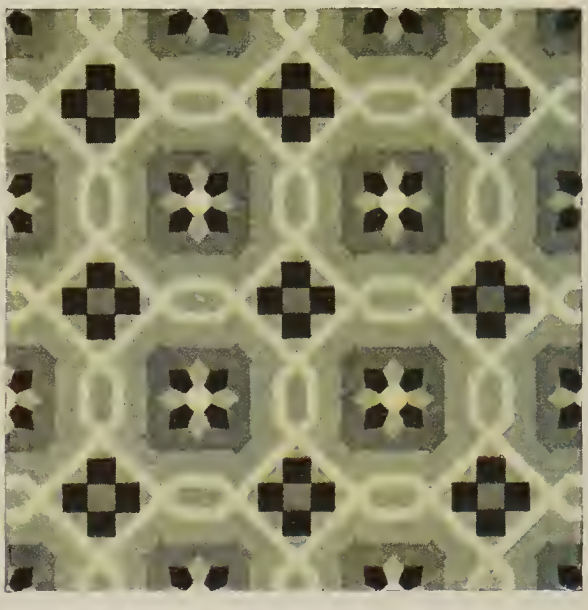
No. 3400 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3402 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3440 Fulton Inlaid—B Grade
2 yards wide only



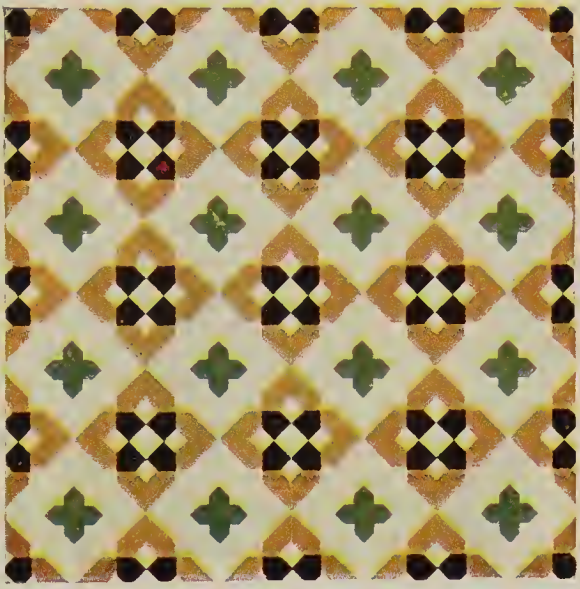
No. 3441 Fulton Inlaid—B Grade
2 yards wide only



No. 3442 Fulton Inlaid—B Grade
2 yards wide only

No. 3450 Fulton Inlaid—B Grade
2 yards wide only

No. 3452 Fulton Inlaid—B Grade
2 yards wide only



No. 3461 Fulton Inlaid—B Grade
2 yards and 4 yards wide

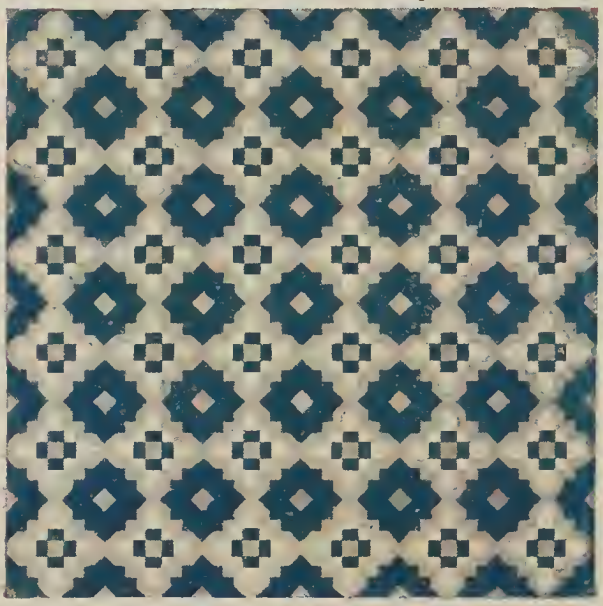
No. 3462 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3463 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3470 Fulton Inlaid—B Grade
2 yards wide only

No. 3471 Fulton Inlaid—B Grade
2 yards wide only

No. 3472 Fulton Inlaid—B Grade
2 yards wide only



No. 3480 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3481 Fulton Inlaid—B Grade
2 yards and 4 yards wide

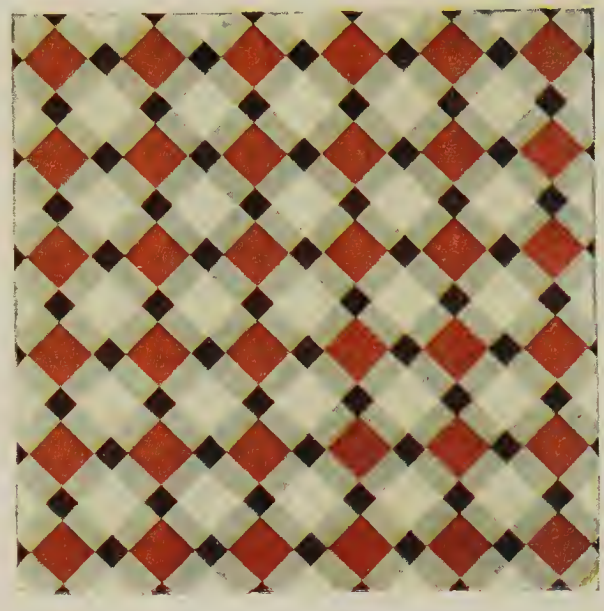
No. 3482 Fulton Inlaid—B Grade
2 yards and 4 yards wide

No. 3490 Fulton Inlaid—B Grade
2 yards wide only

No. 3491 Fulton Inlaid—B Grade
2 yards wide only

No. 5002 Acco Inlaid
2 yards wide only

No. 5004 Acco Inlaid
2 yards wide only



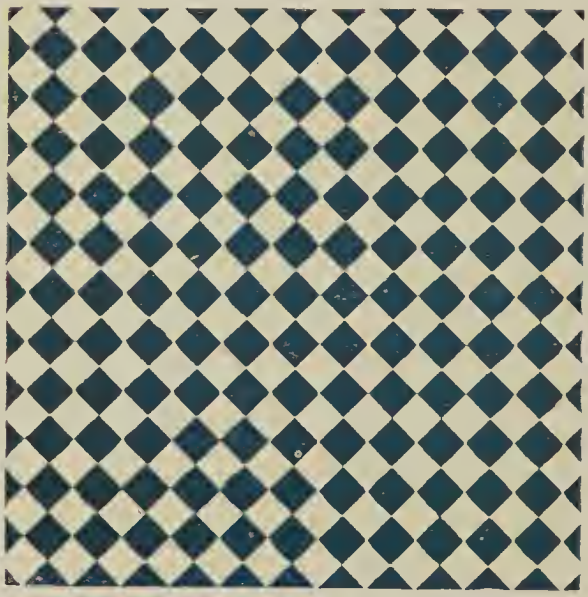
No. 5005 Acco Inlaid
2 yards wide only

No. 5042 Acco Inlaid
2 yards wide only

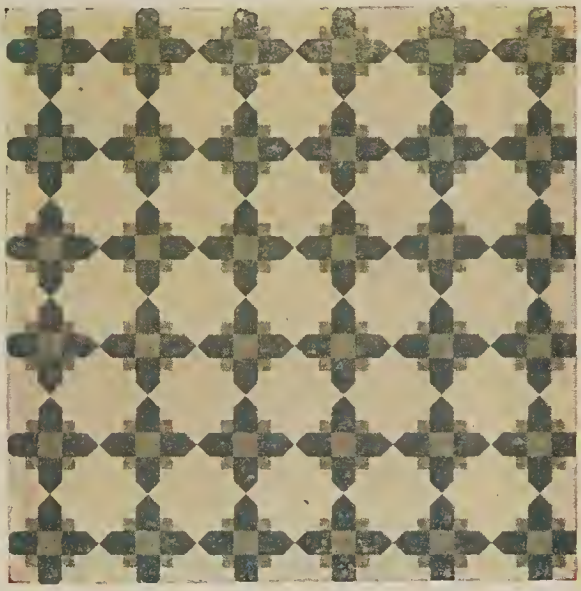
No. 5044 Acco Inlaid
2 yards wide only

No. 5070 Acco Inlaid
2 yards wide only

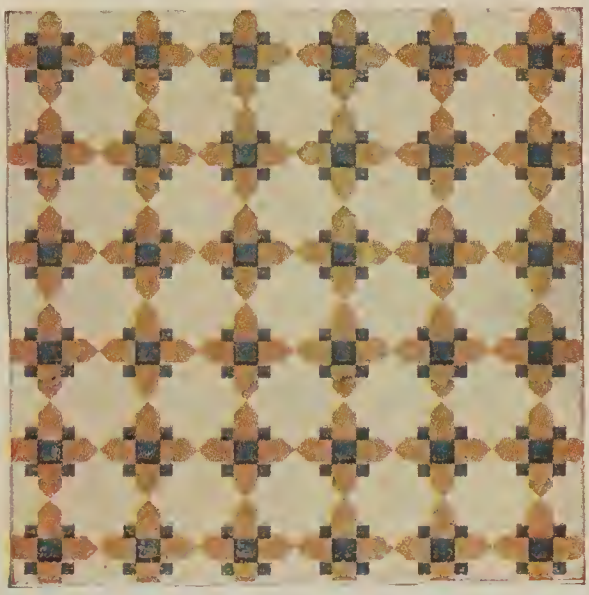
No. 5080 Acco Inlaid
2 yards wide only



No. 5081 Acco Inlaid
2 yards wide only

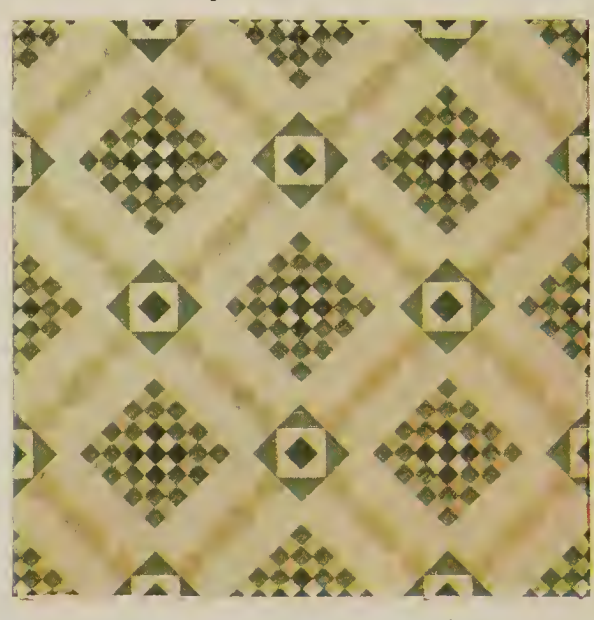


No. 5130 Acco Inlaid
2 yards and 4 yards wide



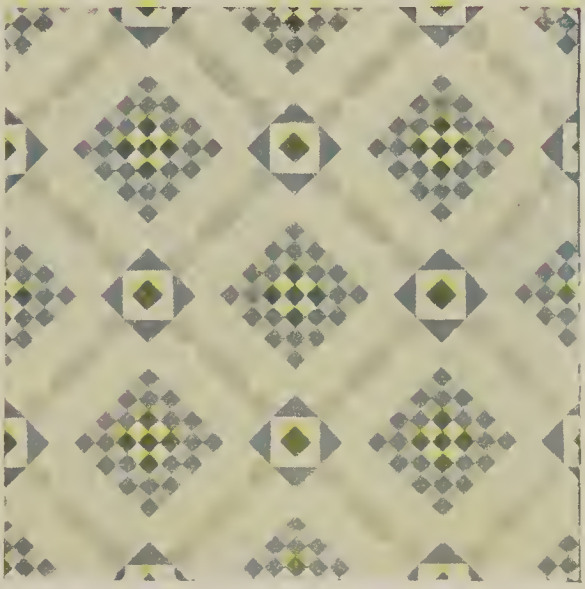
No. 5131 Acco Inlaid
2 yards and 4 yards wide

No. 5180 Acco Inlaid
2 yards wide only



No. 5251 Acco Inlaid
2 yards and 4 yards wide

No. 5252 Acco Inlaid
2 yards wide only



No. 5253 Acco Inlaid
2 yards and 4 yards wide

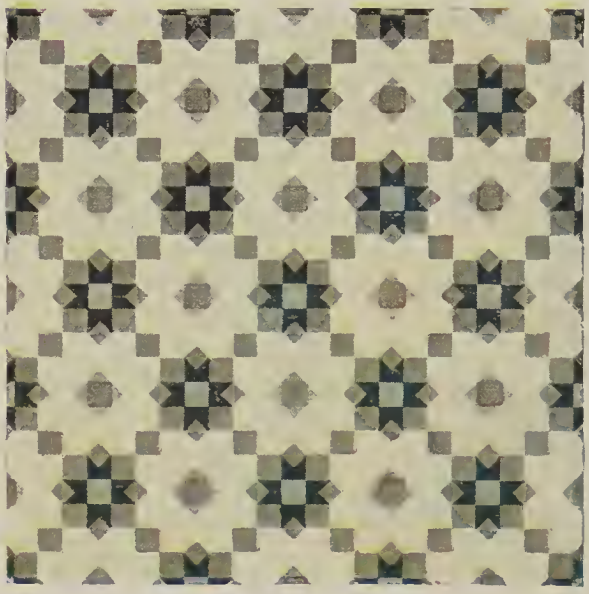
No. 5261 Acco Inlaid
2 yards and 4 yards wide

No. 5271 Acco Inlaid
2 yards wide only

No. 5280 Acco Inlaid
2 yards and 4 yards wide

No. 5281 Acco Inlaid
2 yards and 4 yards wide

No. 5282 Acco Inlaid
2 yards and 4 yards wide



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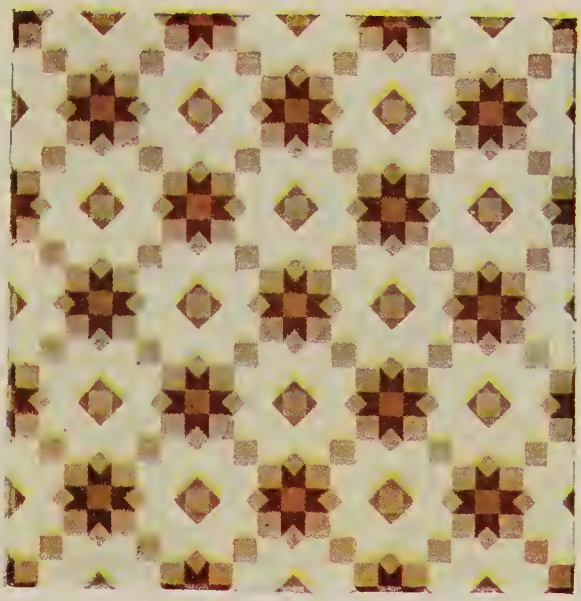
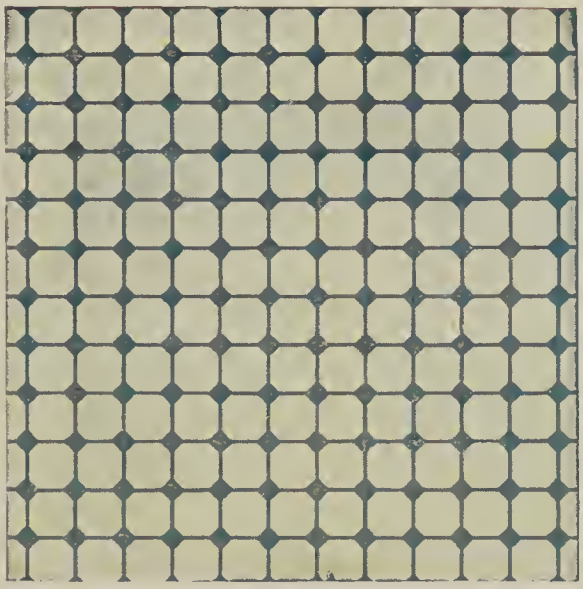
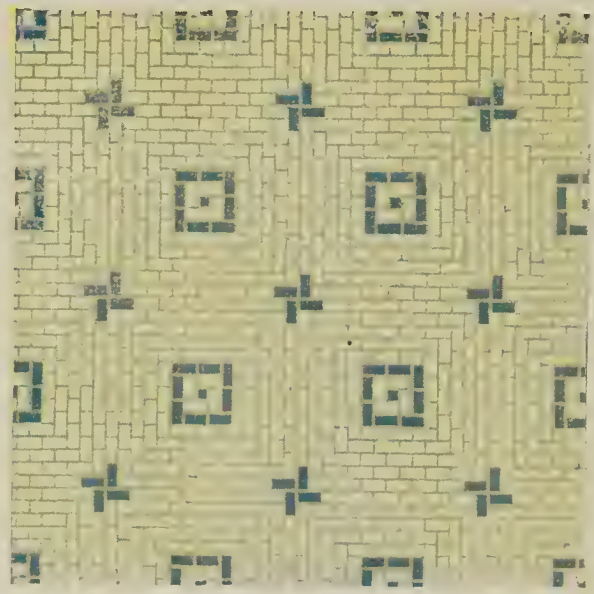
2 yards wide only



No. 5291 Acco Inlaid
2 yards wide only



No. 5300 Acco Inlaid
2 yards wide only



No. 5331 Acco Inlaid
2 yards wide only

No. 5350 Acco Inlaid
2 yards wide only

No. 5360 Acco Inlaid
2 yards wide only

No. 5361 Acco Inlaid
2 yards wide only

No. 5362 Acco Inlaid
2 yards wide only

No. 5370 Acco Inlaid
2 yards and 4 yards wide

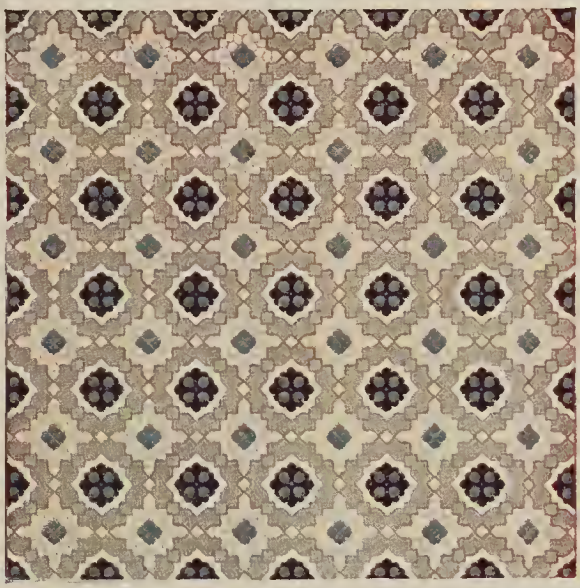
No. 5371 Acco Inlaid
2 yards and 4 yards wide

No. 5372 Acco Inlaid
2 yards and 4 yards wide

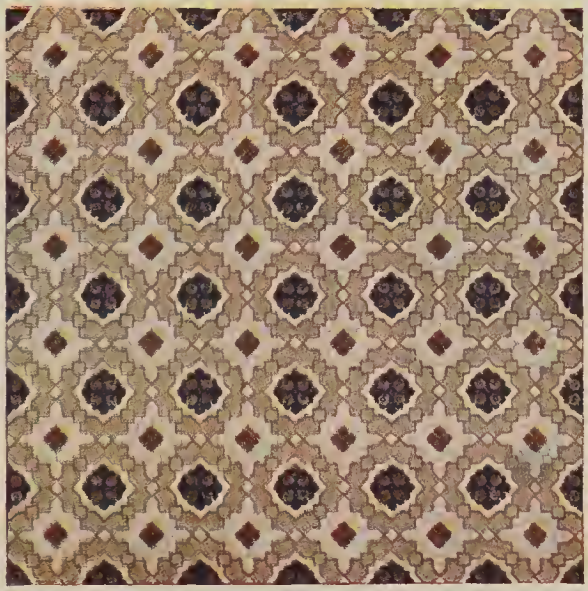
No. 7002 D Grade Printed
2 yards and 4 yards wide

AVERY LIBRARY
COLUMBIA UNIVERSITY

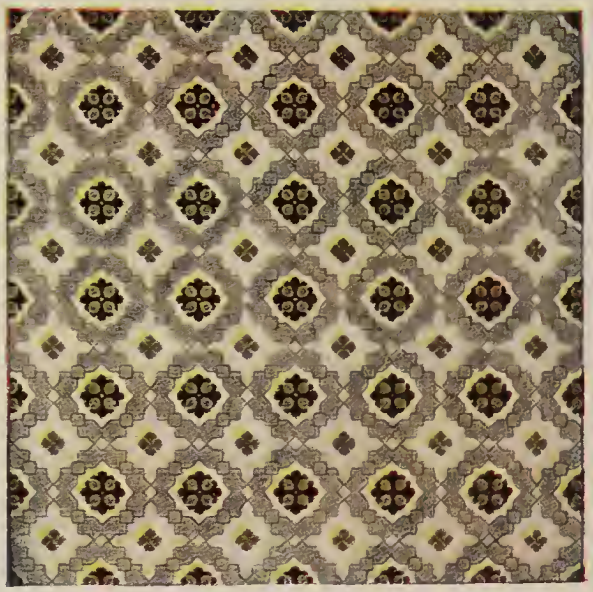
No. 7004 D Grade Printed
2 yards and 4 yards wide



No. 7017 D Grade Printed
2, 2½ and 4 yards wide



No. 7018 D Grade Printed
2, 2½ and 4 yards wide

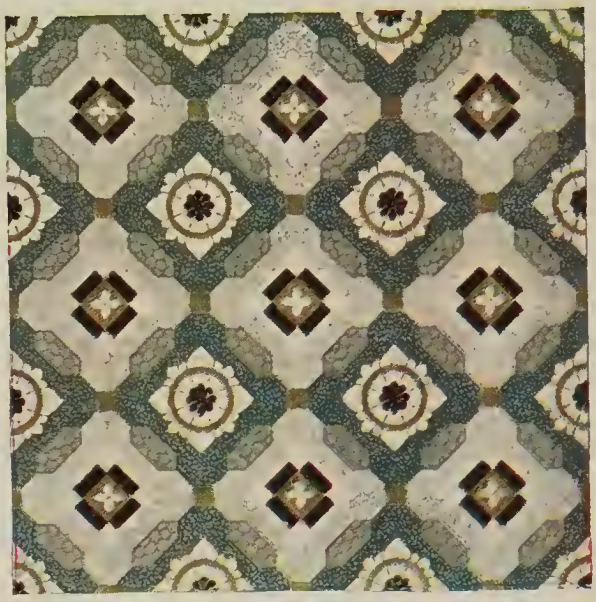


No. 7019 D Grade Printed
2, 2½ and 4 yards wide

No. 7024 D Grade Printed
2 yards and 4 yards wide

No. 7025 D Grade Printed
2 yards and 4 yards wide

No. 7036 D Grade Printed
2 yards and 4 yards wide



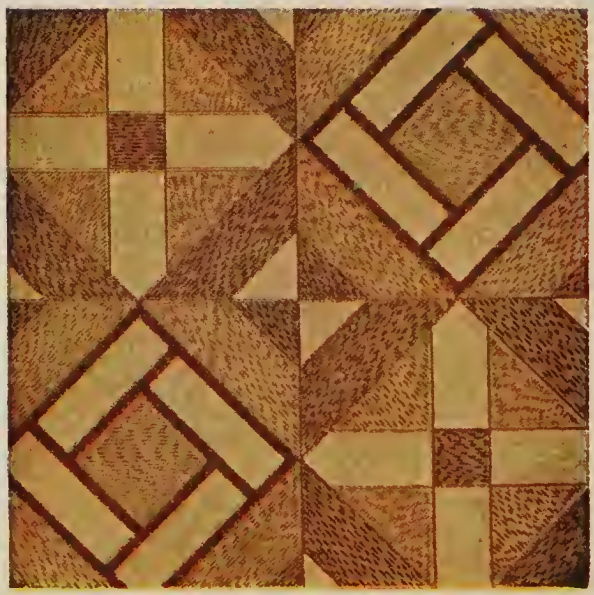
No. 7037 D Grade Printed
2 yards and 4 yards wide

No. 7047 D Grade Printed
2 yards wide only

No. 7048 D Grade Printed
2 yards wide only

No. 7113 D Grade Printed
2, 2½ and 4 yards wide

No. 7114 D Grade Printed
2 yards wide only



No. 7150 D Grade Printed
2 yards wide only

No. 7321 D Grade Printed
2, 2½ and 4 yards wide

No. 7322 D Grade Printed
2 yards wide only

No. 7390 D Grade Printed
2 yards wide only

No. 7640 D Grade Printed
2 yards wide only

No. 7670 D Grade Printed
2 yards and 4 yards wide

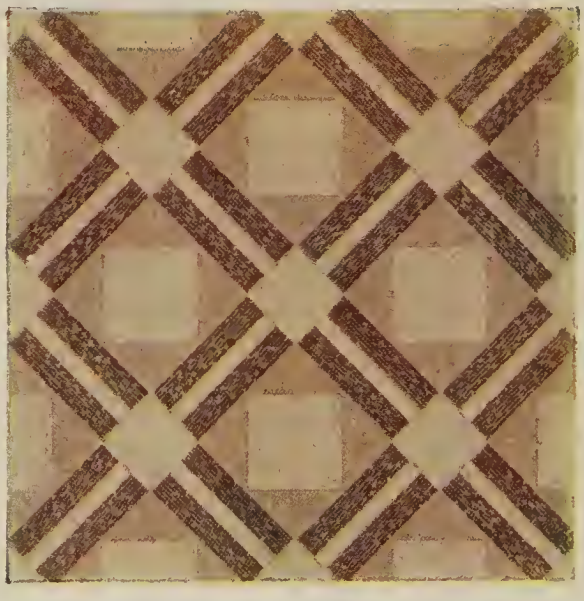
No. 7671 D Grade Printed
2 yards and 4 yards wide

No. 7680 D Grade Printed
2 yards wide only

No. 7710 D Grade Printed
2 yards and 4 yards wide

No. 7742 D Grade Printed
2, 2½ and 4 yards wide

No. 7810 D Grade Printed
2 yards and 4 yards wide



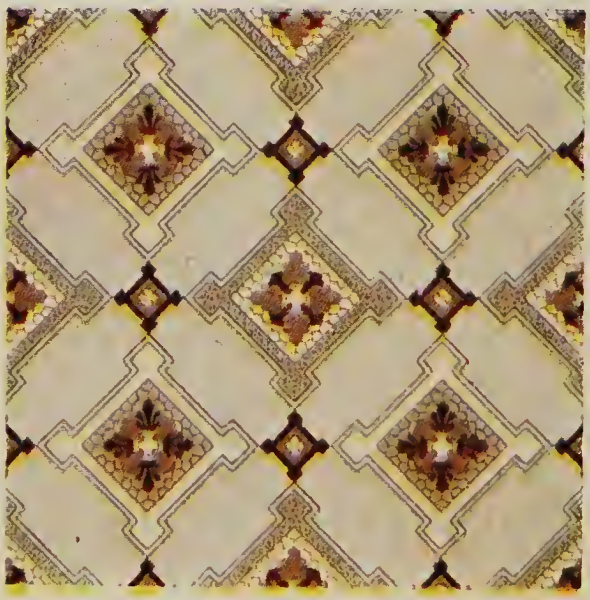
No. 7821 D Grade Printed
2 yards and 4 yards wide

No. 7861 D Grade Printed
2, 2½ and 4 yards wide

No. 7880 D Grade Printed
2 yards and 4 yards wide

No. 7881 D Grade Printed
2, 2½ and 4 yards wide

No. 7900 D Grade Printed
2 yards and 4 yards wide

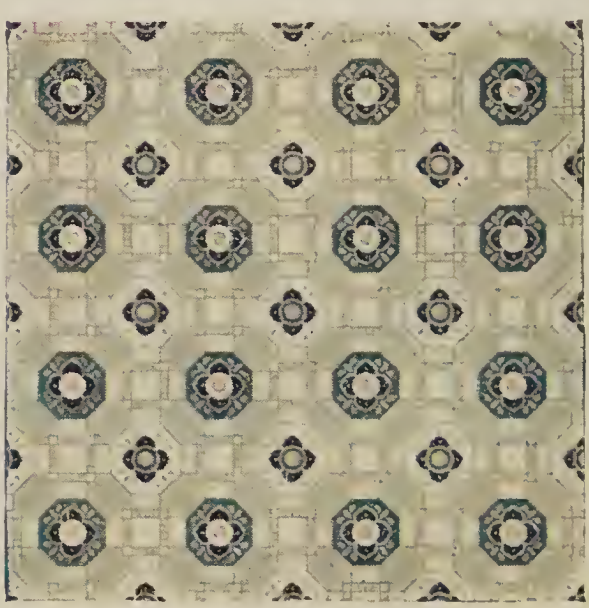


No. 7940 D Grade Printed
2 yards and 4 yards wide

No. 7942 D Grade Printed
2 yards and 4 yards wide

No. 7950 D Grade Printed
2 yards and 4 yards wide

No. 7951 D Grade Printed
2 yards and 4 yards wide



No. 7960 D Grade Printed
2 yards and 4 yards wide

No. 7961 D Grade Printed
2 yards and 4 yards wide

No. 7982 D Grade Printed
2 yards and 4 yards wide

D GRADE PRINTED LINOLEUM

No. 7990 D Grade Printed
2 yards wide only

E GRADE PRINTED LINOLEUM

No. 8000 E Grade Printed
2 yards and 4 yards wide

No. 8001 E Grade Printed
2 yards wide only

No. 8024 E Grade Printed
2 yards and 4 yards wide

No. 8025 E Grade Printed
2 yards and 4 yards wide

No. 8037 E Grade Printed
2 yards wide only

No. 8046 E Grade Printed
2 yards and 4 yards wide

No. 8053 E Grade Printed
2, 2½ and 4 yards wide

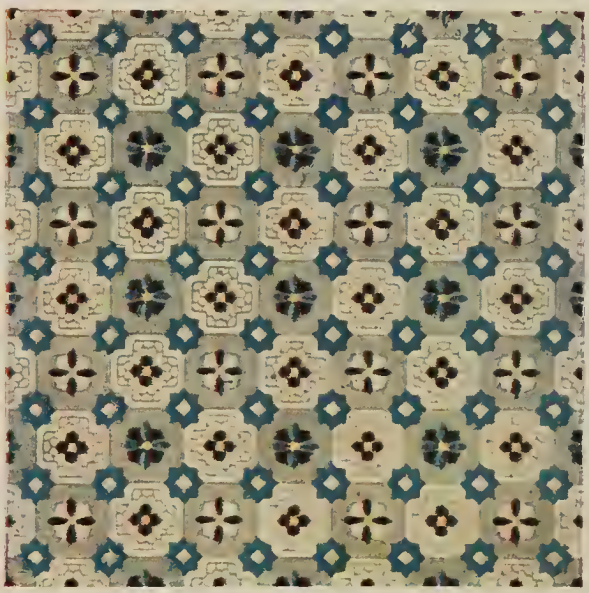
No. 8064 E Grade Printed
2 yards wide only

No. 8065 E Grade Printed
2 yards wide only

No. 8076 E Grade Printed
2 yards and 4 yards wide

No. 8120 E Grade Printed
2 yards wide only

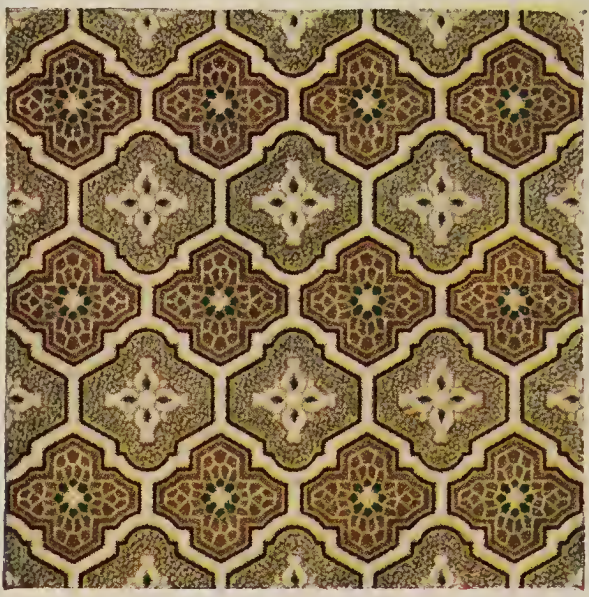
No. 8122 E Grade Printed
2 yards wide only



No. 8133 E Grade Printed
2 yards and 4 yards wide

No. 8140 E Grade Printed
2 yards wide only

No. 8172 E Grade Printed
2 yards and 4 yards wide

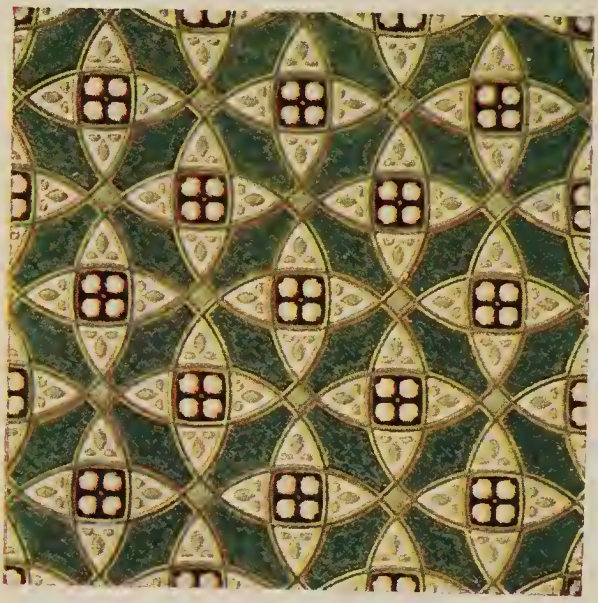


No. 8173 E Grade Printed
2 yards and 4 yards wide

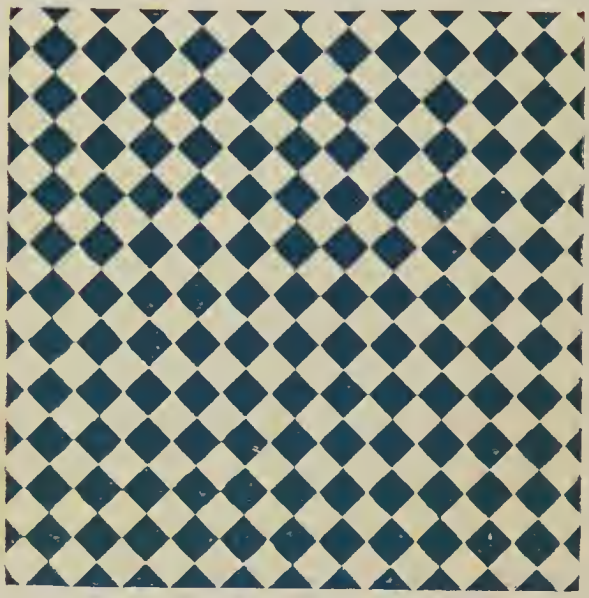
No. 8182 E Grade Printed
2 yards wide only

No. 8184 E Grade Printed
2 yards wide only

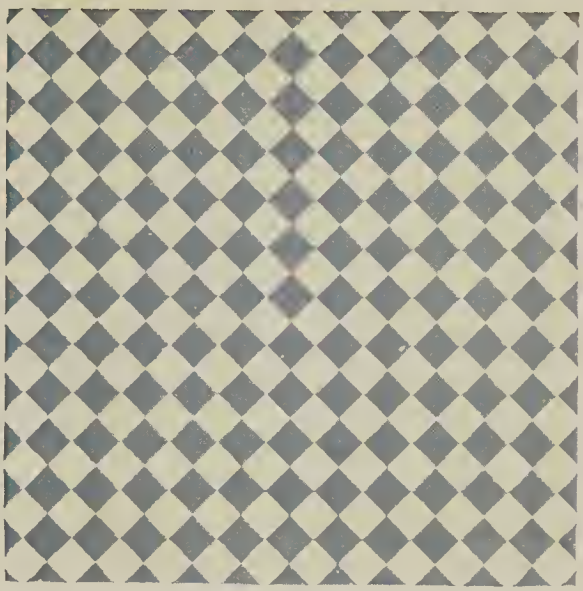
No. 8192 E Grade Printed
2 yards wide only



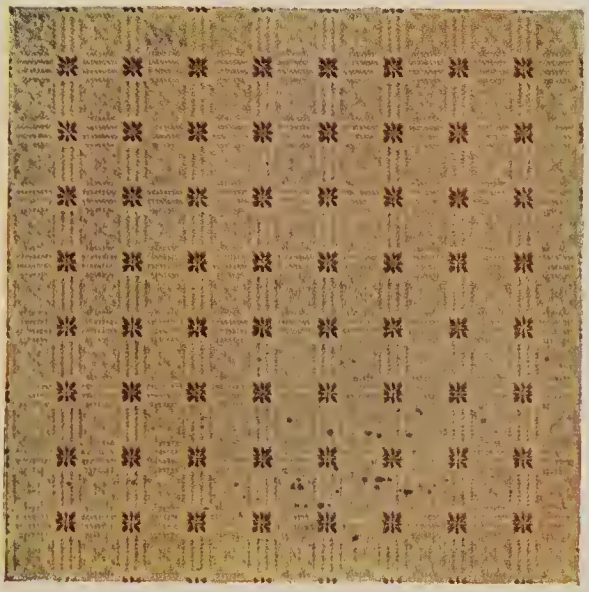
No. 8193 E Grade Printed
2 yards wide only



No. 8200 E Grade Printed
2 yards wide only

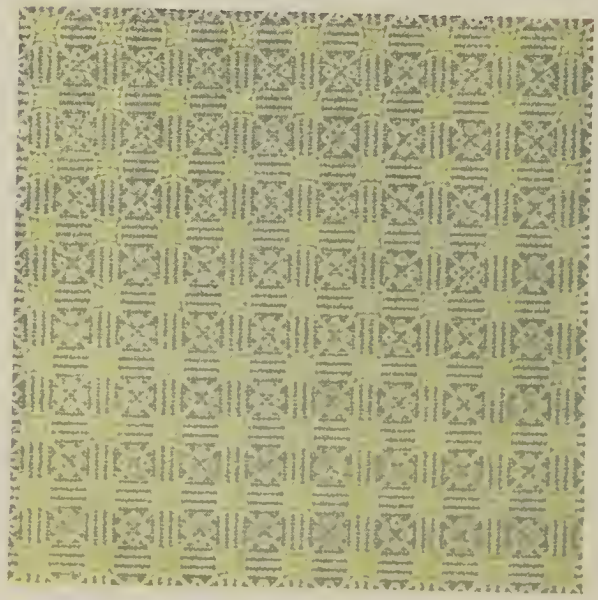


No. 8201 E Grade Printed
2 yards wide only

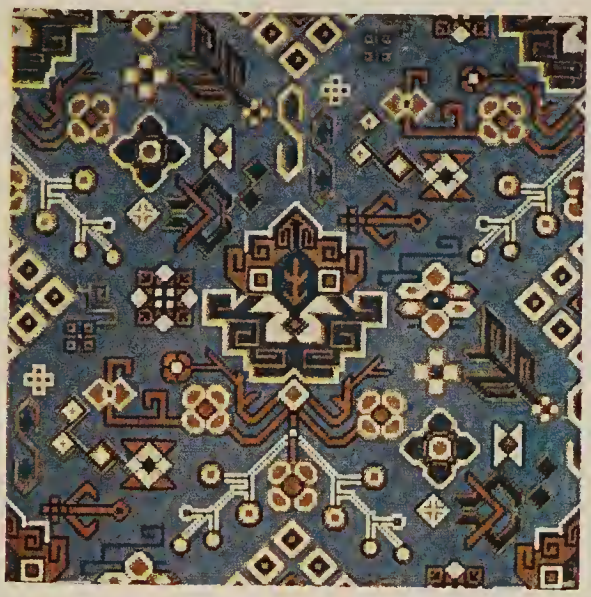


No. 8212 E Grade Printed
2 yards wide only

No. 8213 E Grade Printed
2 yards wide only



No. 8215 E Grade Printed
2 yards wide only

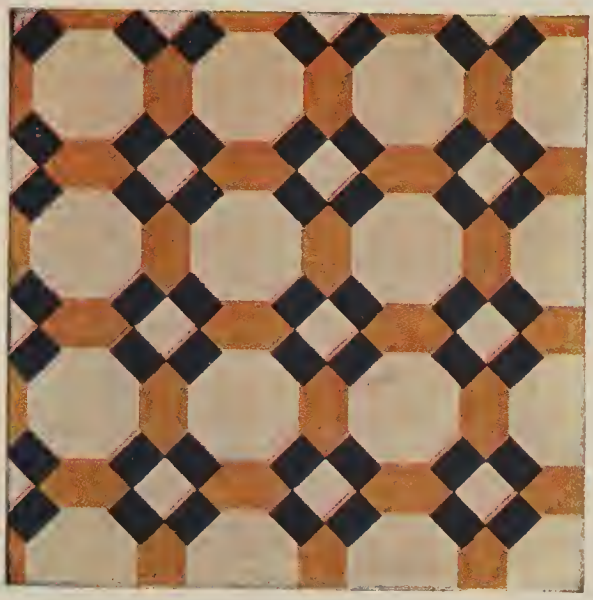


No. 8222 E Grade Printed
2 yards wide only

No. 8223 E Grade Printed
2 yards wide only

No. 8224 E Grade Printed
2 yards wide only

No. 8225 E Grade Printed
2 yards wide only



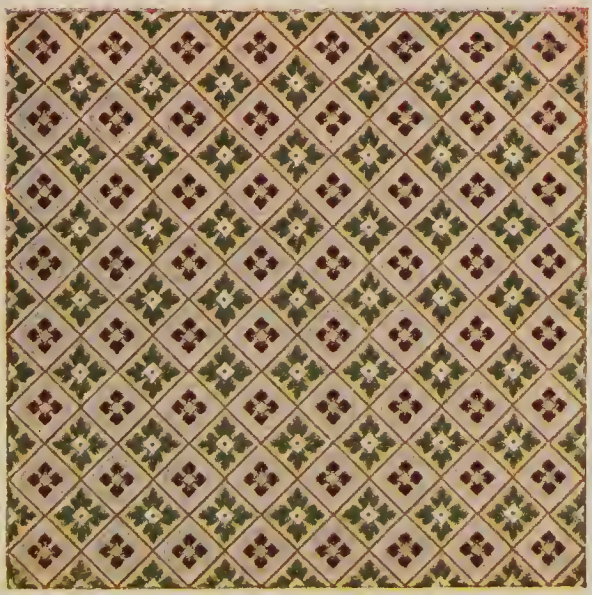
No. 8231 E Grade Printed
2 yards wide only

No. 8232 E Grade Printed
2 yards wide only

No. 8250 E Grade Printed
2 yards and 4 yards wide

No. 8263 E Grade Printed
2 yards wide only

No. 8274 E Grade Printed
2, 2½ and 4 yards wide



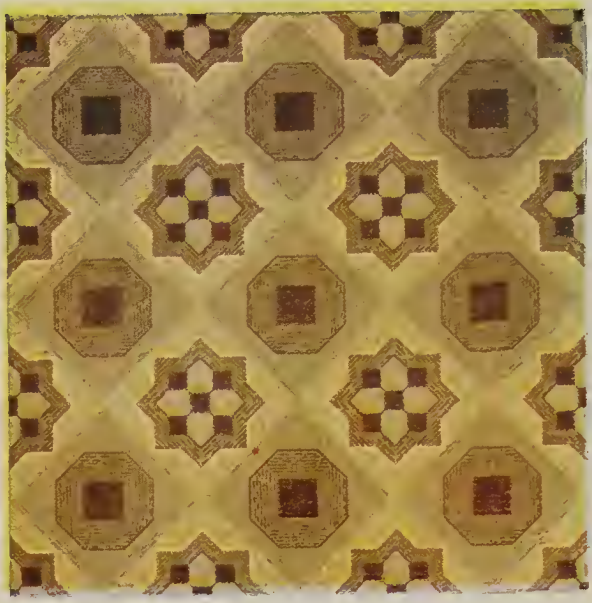
No. 8275 E Grade Printed
2 yards and 4 yards wide

No. 8282 E Grade Printed
2 yards wide only

No. 8283 E Grade Printed
2 yards wide only

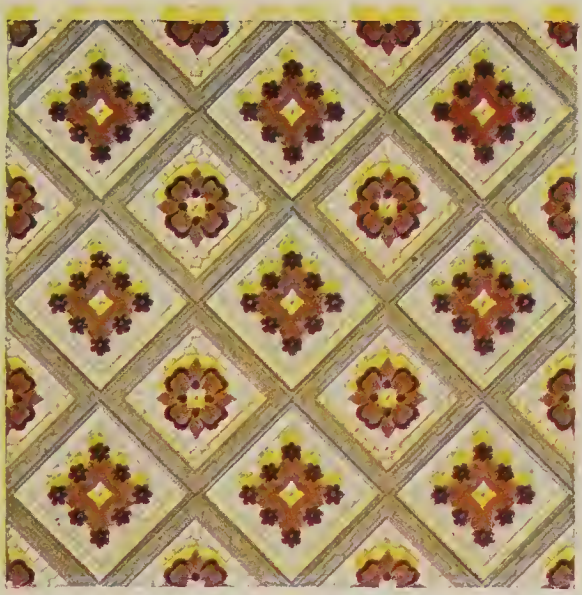
No. 8284 E Grade Printed
2 yards wide only

No. 8293 E Grade Printed
2 yards wide only

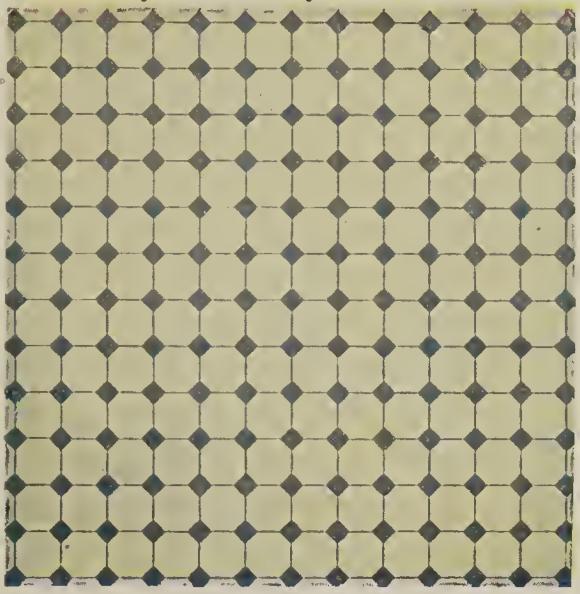


No. 8294 E Grade Printed
2 yards wide only

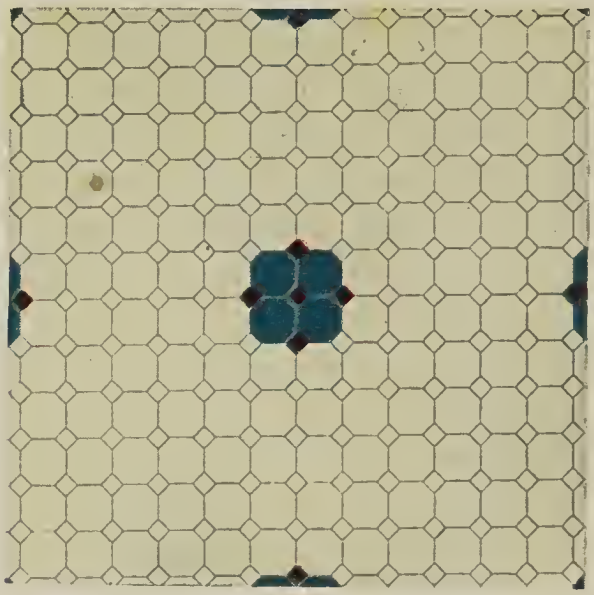
No. 8302 E Grade Printed
2, 2½ and 4 yards wide



No. 8303 E Grade Printed
2 yards and 4 yards wide



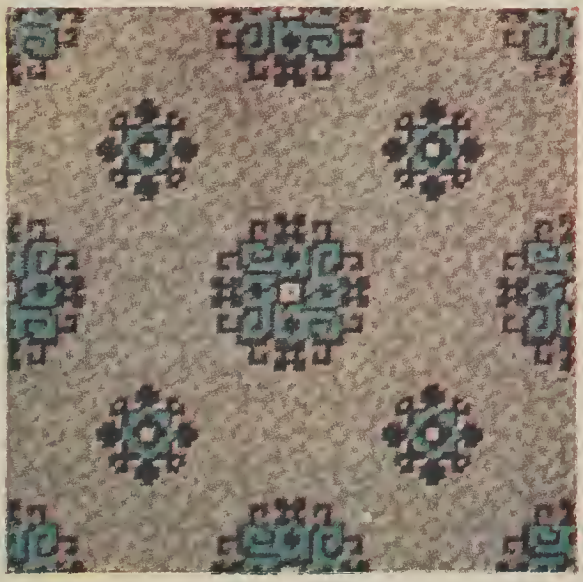
No. 8311 E Grade Printed
2 yards and 2½ yards wide



No. 8313 E Grade Printed
2 yards wide only

No. 8322 E Grade Printed
2 yards and 4 yards wide

No. 8323 E Grade Printed
2 yards and 4 yards wide

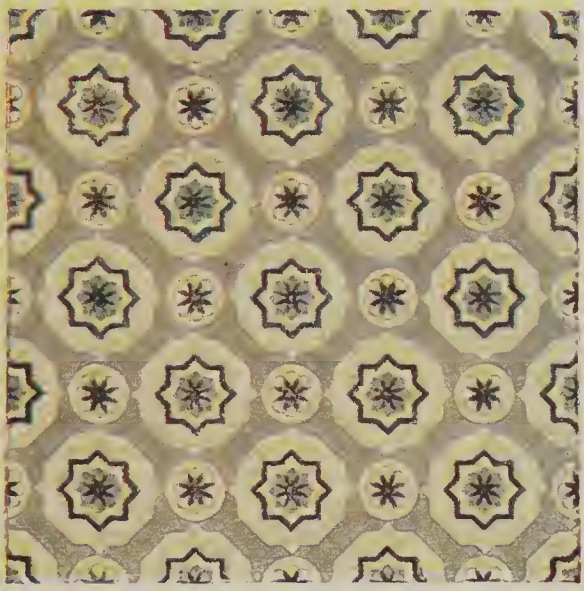


No. 8324 E Grade Printed
2 yards and 4 yards wide

No. 8325 E Grade Printed
2 yards and 4 yards wide

No. 8333 E Grade Printed
2 yards wide only

No. 8342 E Grade Printed
2 yards wide only



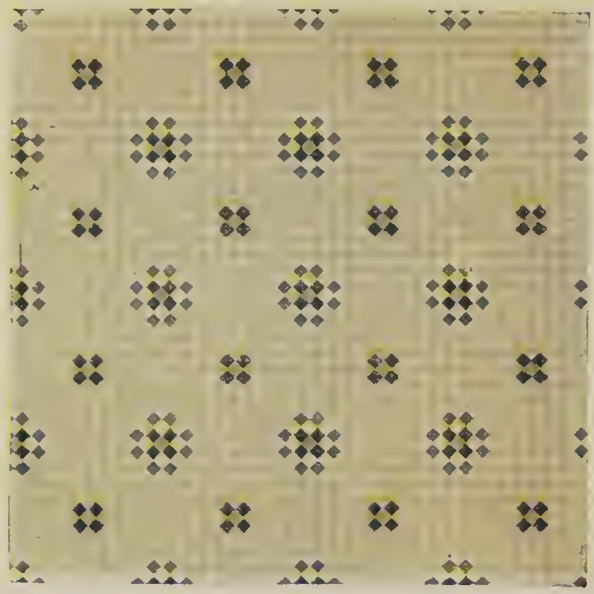
No. 8343 E Grade Printed
2 yards wide only

No. 8620 E Grade Printed
2 yards wide only

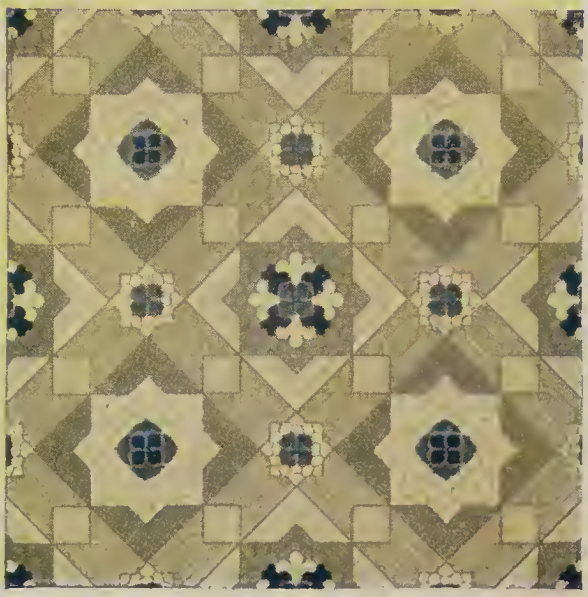
No. 8631 E Grade Printed
2 yards and 4 yards wide

No. 8710 E Grade Printed
2, 2½ and 4 yards wide

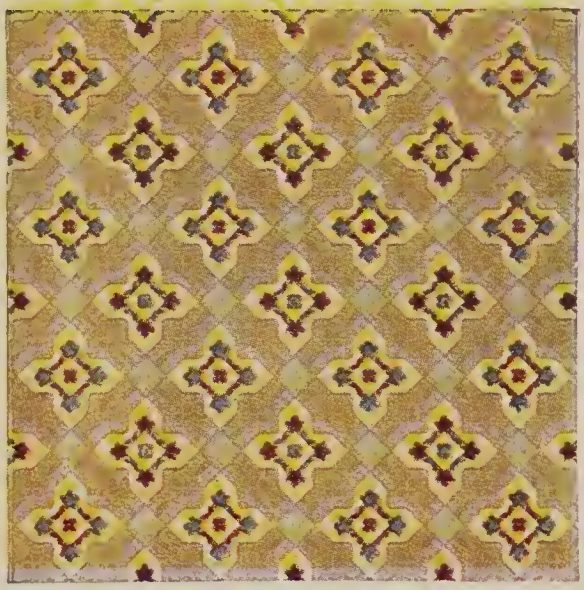
No. 8720 E Grade Printed
2 yards wide only



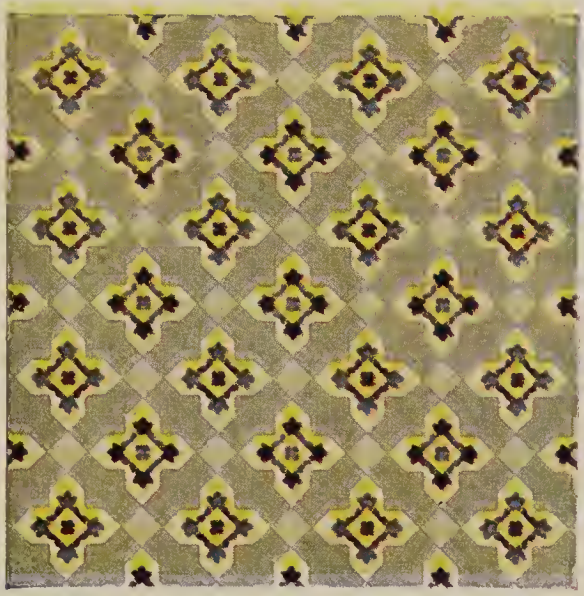
No. 8721 E Grade Printed
2 yards wide only



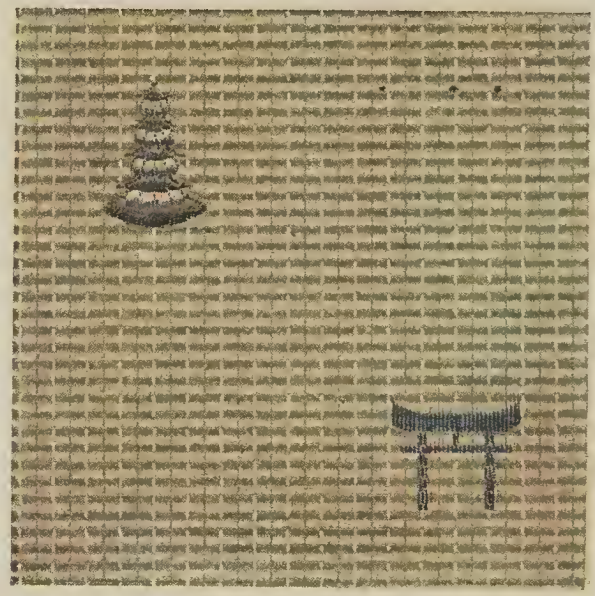
No. 8752 E Grade Printed
2, 2½ and 4 yards wide



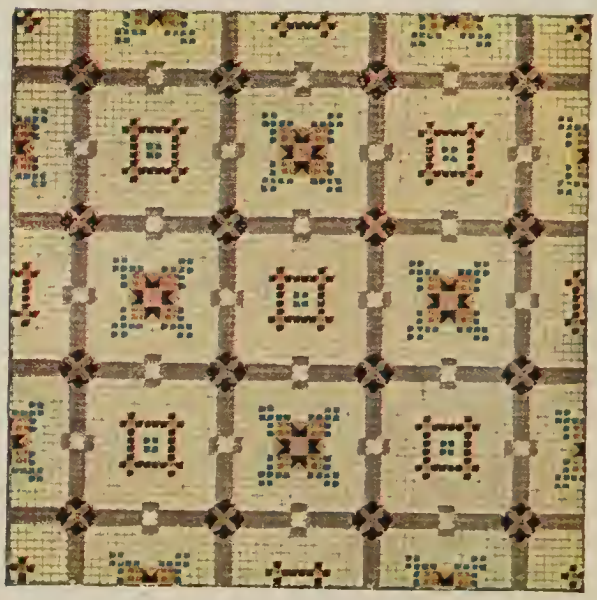
No. 8760 E Grade Printed
2 yards and 4 yards wide



No. 8761 E Grade Printed
2 yards and 4 yards wide



No. 8771 E Grade Printed
2 yards wide only

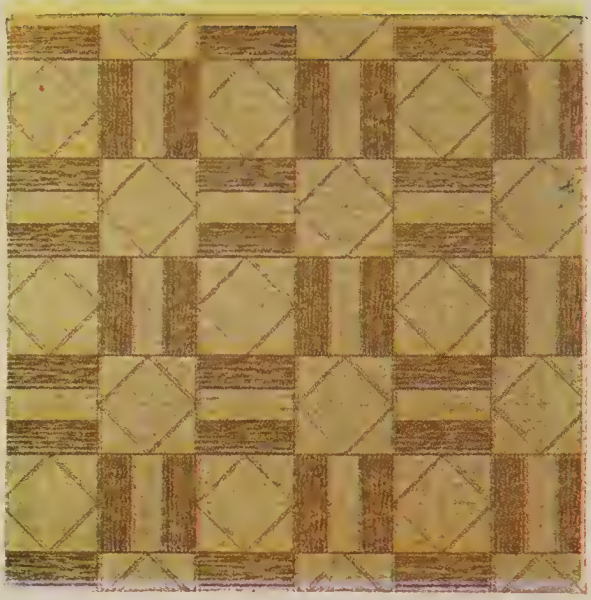


No. 8830 E Grade Printed
2 yards wide only

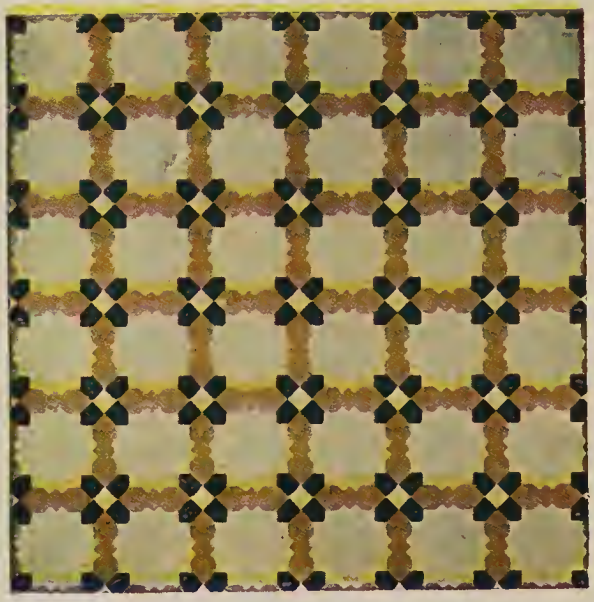
AVERY LIBRARY COLUMBIA UNIV

No. 8840 E Grade Printed
2 yards wide only

No. 8851 E Grade Printed
2 yards wide only



No. 8861 E Grade Printed
2 yards wide only



No. 8882 E Grade Printed
2 yards wide only

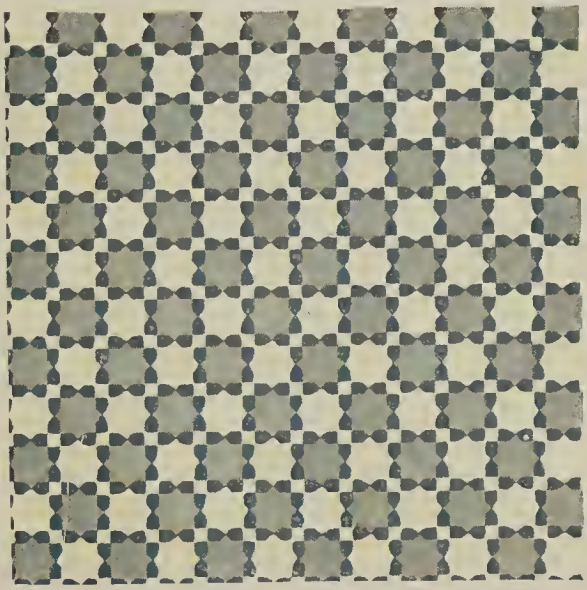
No. 8920 E Grade Printed
2 yards wide only

No. 8921 E Grade Printed
2 yards wide only

No. 8922 E Grade Printed
2 yards wide only

No. 8930 E Grade Printed
2, 2½ and 4 yards wide

No. 8942 E Grade Printed
2 yards wide only



No. 8962 E Grade Printed
2 yards wide only

No. 8980 E Grade Printed
2, 2½ and 4 yards wide

No. 8982 E Grade Printed
2 yards and 4 yards wide

Armstrong's Linoleum Rugs

Sixteen new patterns have been added to the 1921 line of Armstrong's Linoleum Rugs. Increased production will make these distinctive rugs available to the trade in larger quantities than heretofore. The wearing qualities and durability of Armstrong's Linoleum Rugs are well known and the new designs and colorings will repay careful study. It should be remembered that Armstrong's Linoleum Rugs are original creations designed in keeping with modern tendencies in decorative art. Their bright colorings and accurately reproduced designs stamp them as rugs of quality. They will appeal to your better class trade, who are appreciative of merchandise of merit. Best success can be had in retailing them on a basis of superior merchandise rather than in a competitive way with inferior lines.

Every Armstrong's Linoleum Rug is fully guaranteed to give satisfactory service. These rugs are particularly adapted for use in dining-rooms, bedrooms, nurseries, kitchens, hallways, and even living-rooms, where a floor-covering is needed that is easily cleaned, thoroughly sanitary and able to withstand hard wear. Many people use linoleum rugs in dining-rooms. A damp rag and a little soap will remove all traces of grease.

All the rugs illustrated are made in three sizes —9 x 12 feet, 7½ x 10½ feet and 6 x 9 feet. Each rug is rolled separately on a substantial pasteboard tube, with a wooden disc in the end, and then wrapped in heavy paper, with a waterproof cap protecting each end—a convenient package, easy to handle.

No. 800 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 801 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 802 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 803 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 804 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 810 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

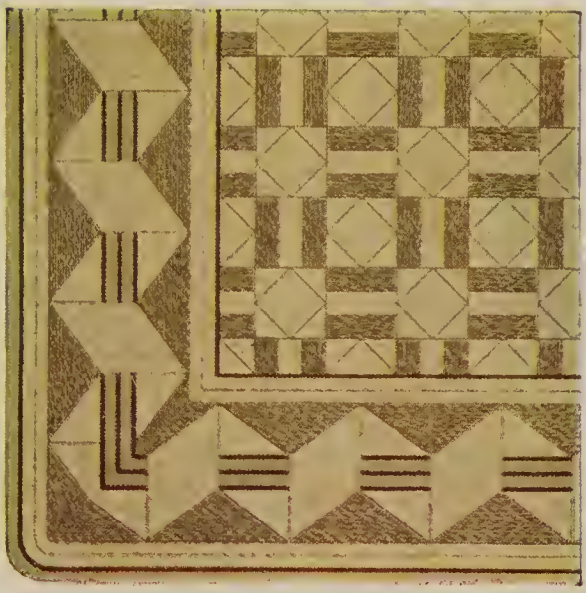
No. 811 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 812 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 820 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 821 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 822 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.



No. 830 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 850 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 851 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 852 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 853 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 854 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 861 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 890 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 891 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 892 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 900 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

No. 901 Linoleum Rug
6 x 9 ft., 7½ x 10½ ft. and 9 x 12 ft.

STAIR AND PASSAGE CLOTHS

No. 100 Stair and Passage Cloth
⅝ yard and ¾ yard wide

No. 101 Stair and Passage Cloth
⅝ yard and ¾ yard wide

ARMSTRONG'S CORK CARPET

Armstrong's Cork Carpet is manufactured expressly for use in churches, theaters, libraries, museums and other places where a soft, sound-deadening floor is required, which at the same time will withstand heavy wear. The "mix" or compound of ground cork, oxidized linseed oil, and other ingredients, is keyed to a burlap foundation by the same process as that employed in making plain linoleum except that the cork material is less firmly compacted.

Armstrong's Cork Carpet is made two yards wide only and may be had in either the polished or unpolished form. Polished cork carpet is approximately .035 inch thinner than the unpolished material. Both polished and unpolished cork carpet are made in two grades, as to thickness——XX and XXX— and in four colors.

Never lay cork carpet in kitchens or any other place where grease is apt to be spilled on it. Because the surface is porous, such stains are difficult to remove, except by scrubbing or with the aid of a piece of fine sandpaper.

Brown—Color No. 30—Unpolished
For grades see page 160

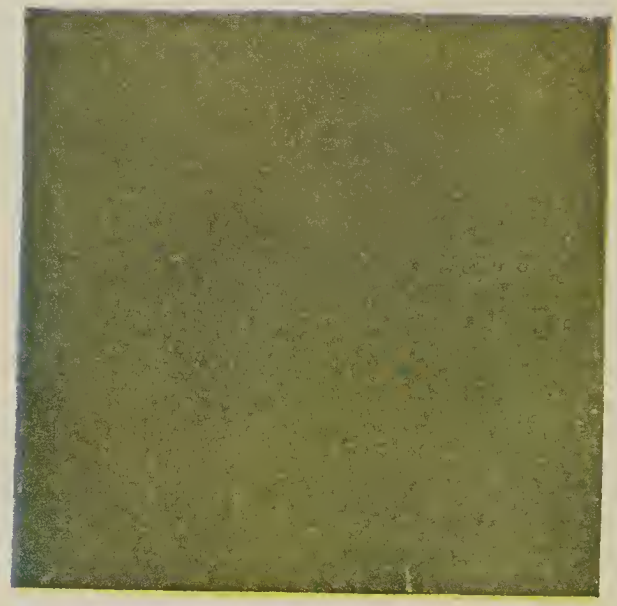
Blue—Color No. 31—Unpolished
For grades see page 160

Green—Color No. 32—Unpolished
For grades see page 160

Red—Color No. 33—Unpolished
For grades see page 160

Brown—Color No. 35—Polished
For grades see page 160

Blue—Color No. 36— Polished
For grades see page 160



Green—Color No. 37—Polished
For grades see page 160

Red—Color No. 38—Polished
For grades see page 160

Questions	*Code*
How soon can you ship?	Obaaz
How many rolls can you furnish?	Obada
Write if you can supply or not	Obaje
Wire if you can supply or not	Obaho
If you cannot supply at once wire fully	Obalc
If you cannot supply at once write fully	Obanj
Send rolls nearest to quantity ordered	Obarn
Start tracer for shipment of	Obavi
Wire probable date of delivery	Obayl
Mail probable date of delivery	Obbed
Ship by express as soon as possible	Obblu
Ship by freight as soon as possible	Obbur
Record order and wire earliest shipment	Obcey
If unable to supply mail names	Obdaj
If unable to supply wire names	Obdit
How soon can you make?	Obduk
Can you supply if wanted?	Obdli
Can you furnish and at what price?	Obebt

Answers	*Code*
Can ship immediately	Izgux
Can supply in one week	Izhac
Can supply in two weeks	Izhig
Can supply in three weeks	Izhyd
Can supply in four weeks	Izied
Have shipped by freight on	Izign
Have shipped by express on	Izikt
We cannot supply	Izime
Shall we express?	Izioj
Shall we record your order?	Izirp
Will begin shipping about ..... days from receipt of order	Iziur
We can complete order in about .... days	Izkas
Cannot ship at present but expect to be able about	Izkir

ARMSTRONG'S PLAIN LINOLEUM

Battleship ¼ Inch

Color Code	*Color Code*	*Color Code*
No. 20 Ovoty	No. 21 Ovowk	No. 22 Ovoup

Battleship 6 mm.

No. 20 Ovozi	No. 21 Ovrey	No. 22 Ovrat

Battleship 3/16 Inch

No. 20 Ovrij	No. 21 Ovruh	No. 22 Ovron

A Grade Plain Linoleum

No. 20 Ovsaw	No. 22 Ovsbi	No. 25 Ovtby
No. 21 Ovsez	No. 23 Ovoyv	No. 26 Ovyim
	No. 24 Ovuss	

B Grade Plain Linoleum

No. 20 Ovtan	No. 22 Ovtej	No. 25 Ovonn
No. 21 Ovthy	No. 23 Ovsfo	No. 26 Ovoaf
	No. 24 Ovyna	

C Grade Plain Linoleum

No. 20 Ovuik	No. 22 Ovull	No. 25 Ovoha
No. 21 Ovumy	No. 23 Ovtis	No. 26 Ovnoz
	No. 24 Ovyse	

D Grade Plain Linoleum

No. 20 Ovuta	No. 22 Ovuve
No. 21 Ovyag	No. 23 Ovuhi

ARMSTRONG'S JASPE LINOLEUM

A Grade Jaspe

No. 10 Ossox	No. 11 Ostgo	No. 14 Osyew
	No. 12 Osudt	

B Grade Jaspe

No. 10 Osswy	No. 11 Ostme	No. 14 Osymp
	No. 12 Osugs	

Inset Tile Linoleum

Pattern Code	*Pattern Code*	*Pattern Code*
T40 Itakovy	T43 Itakoyx	M60 Mtakrar
T41 Itakowa	T44 Itakoze	M61 Mtakriz
T42 Itakoxt	T45 Itakpel	M62 Mtakrod
		M63 Mtakruf

Granite

3 Enconium	5 Environ	6 Engineer

Carpet Inlaid

741 Ahwad	760 Ahvis	772 Ciakate
742 Ahver	761 Ahvop	780 Ciakazo
750 Ahusd	770 Ciakaos	781 Ciakawt
751 Ahurz	771 Ciakaul	782 Ciakdat
752 Ahvun		783 Ciakbyt

Armstrong's Parquetry Inlaid

590 Agihi	600 Agimz	662 Aguze
591 Agilv	611 Agips	690 Ajgyt
	661 Ahruj	

Hamilton Straight Line Inlaid—A Grade

200 Asalaid	263 Asakecs	350 Agsvu
201 Asalala	271 Adhyx	360 Asagsaw
210 Diligent	272 Adhus	370 Asaghem
212 Direction	294 Asakfas	371 Asaksap
230 Aquesh	330 Agiap	380 Asagnoj
232 Astronel	340 Agmuk	390 Asagnyv
250 Albeit	341 Agnab	391 Aslaor
	342 Agnen	

Hamilton Straight Line Inlaid—D Grade

0171 Agnuc	0212 Dsapaas	0222 Dsalacs
0172 Dsaksco	0213 Dsareas	0223 Dsamrcs
0173 Dsaksej	0220 Dsakancs	0230 Dsaksga
0210 Dsalgas	0221 Dsakbcs	0231 Dsagixy
0211 Dsamhas		0232 Dsagnix

Fulton Inlaid—2 yards wide

1010 Abstract	3000 Eager	3010 Agayf
1041 Acclamation	3002 Entwine	3011 Agoco

Fulton Inlaid—2 Yards Wide

Continued

Pattern	*Code*	*Pattern*	*Code*	*Pattern*	*Code*
3017	Enunciate	3402	Agopa	3463	Ajabo
3340	Adtga	3440	Ahzux	3470	Fiakdug
3341	Adtox	3441	Ahzwi	3471	Fiakdom
3370	Afeiz	3442	Ahzym	3472	Fiakdri
3393	Agooz	3450	Ahzav	3480	Fiakdar
3394	Agsyk	3452	Ahyrs	3481	Fiakeba
3395	Akews	3461	Ajafd	3482	Fiakedz
3396	Akfet	3462	Ajadi	3490	Akeub
3400	Agebi			3491	Akevd

Fulton Inlaid—4 Yards Wide

3340	Ajiac	3402	Agsko	3480	Fiakeag
3341	Ajibi	3461	Ajagg	3481	Fiakeci
3400	Aguec	3462	Ajaeb	3482	Fiakety
		3463	Ajacy		

Acco Inlaid—2 Yards Wide

5002	Fabrication	5180	Adfro	5291	Ahzic
5004	Agorx	5251	Agble	5300	Ajaks
5005	Agosu	5252	Agriv	5331	Ajiez
5042	Fancifully	5253	Agbay	5350	Akfys
5044	Agpuy	5261	Agdfo	5360	Aiakeyf
5070	Fellow	5271	Agdop	5361	Aiakflo
5080	Fertile	5280	Ahwec	5362	Aiakfra
5081	Fertilize	5281	Ahwus	5370	Aiakgew
5130	Fitting	5282	Ahyle	5371	Aiakgob
5131	Fixture	5290	Ahzob	5372	Aiakgux

Acco Inlaid—4 Yards Wide

5130	Agumo	5261	Agdis	5282	Ahyot
5131	Aguov	5280	Ahwov	5370	Aiakgio
5251	Agbot	5281	Ahydd	5371	Aiakgry
5253	Agbil			5372	Aiakgym

D Grade Printed Linoleum—2 Yards Wide

7002	Akaaz	7024	Dpmyk	7048	Dpolb
7004	Akaep	7025	Dpnex	7113	Pave
7017	Dpaklyv	7036	Dpnow	7114	Pathetic
7018	Dpaklix	7037	Dpoad	7150	Immaculate
7019	Dpmib	7047	Dpoec	7321	Proverb

D Grade Printed Linoleum—2 Yards Wide

Continued

Pattern	*Code*	*Pattern*	*Code*	*Pattern*	*Code*
7322	Profess	7742	Acyms	7942	Ajuyf
7390	Punctilio	7810	Advra	7950	Ajvek
7640	Pound	7821	Adycs	7951	Ajvum
7670	Phon	7861	Ahdet	7960	Ajwam
7671	Pick	7880	Ahepo	7961	Ajwof
7680	Pilot	7881	Ahesb	7982	Dpakzay
7710	Preface	7900	Ahgoy	7990	Ajyti
		7940	Ajurv		

D Grade Printed Linoleum—2½ Yards Wide

7017	Dpakmaw	7113	Pavement	7742	Acyrt
7018	Dpakloj	7321	Proverbial	7861	Ahdra
7019	Dpmoc			7881	Aheum

D Grade Printed Linoleum—4 Yards Wide

7002	Akaby	7113	Paving	7881	Ahfev
7004	Akagd	7321	Proverbially	7900	Ahila
7017	Dpakmev	7670	Phonology	7940	Ajuso
7018	Dpakluc	7671	Picking	7942	Ajvas
7019	Dpmup	7710	Prefatory	7950	Ajvir
7024	Dpnaj	7742	Aczin	7951	Ajvyp
7025	Dpniv	7810	Advys	7960	Ajwed
7036	Dpnyb	7821	Adyda	7961	Ajwur
7037	Dpobu	7861	Aheas	7982	Dpalaht
		7880	Aherl		

E Grade Printed Linoleum—2 Yards Wide

8000	Ahuli	8140	Senate	8223	Akenx
8001	Ahuol	8172	Ajtam	8224	Akeok
8024	Ajoli	8173	Ajtra	8225	Akerv
8025	Ajool	8182	Ajuag	8231	Shed
8037	Salary	8184	Ajuci	8232	Shaft
8046	Ajorz	8192	Ajudz	8250	Significant
8053	Settle	8193	Ajuft	8263	Akaim
8064	Ajoto	8200	Spectrum	8274	Epakhuj
8065	Ajouk	8201	Speculate	8275	Epakijo
8076	Ajrog	8212	Ajuke	8282	Epakikt
8120	Serene	8213	Ajulp	8283	Epakilu
8122	Seraph	8215	Ajuok	8284	Epakime
8133	Ajsab	8222	Akelp	8293	Epakiny

E Grade Printed Linoleum—2 Yards Wide

Continued

Pattern	*Code*	*Pattern*	*Code*	*Pattern*	*Code*
8294	Epakiof	8343	Epous	8851	Adzat
8302	Epakipi	8620	Suffix	8861	Afads
8303	Epakiur	8631	Succinct	8882	Afaky
8311	Statesman	8710	Show	8920	Agmit
8313	Stationary	8720	Shriner	8921	Agmeg
8322	Epakkas	8721	Shred	8922	Agmol
8323	Epakkir	8752	Adcak	8930	Agwor
8324	Epakkum	8760	Adach	8942	Agydu
8325	Epaklab	8761	Adags	8962	Ahado
8333	Epomo	8771	Adard	8980	Ahaly
8342	Epoti	8830	Afdor	8982	Epakhez
		8840	Adyfe		

E Grade Printed Linoleum—2½ yards Wide

8053	Settlement	8311	Statesmanship	8752	Adcid
8274	Epakhyd	8710	Shower	8930	Agwuz
8302	Epakirp			8980	Ahaom

E Grade Printed Linoleum—4 yards Wide

8000	Ahuns	8250	Significantly	8325	Epaklen
8024	Ajons	8274	Epakiam	8631	Succor
8025	Ajopy	8275	Epakied	8710	Showing
8046	Ajosd	8302	Epakita	8752	Adcla
8053	Settlementary	8303	Epakjuy	8760	Adaev
8076	Ajryl	8322	Epakkek	8761	Adaib
8133	Ajsen	8323	Epakknu	8930	Agxek
8172	Ajtet	8324	Epakkyp	8980	Ahari
8173	Ajtys			8982	Epakhig

Linoleum Rugs—9 x 12 Feet

800	Ruaksud	820	Ruakuyn	853	Afipe
801	Ruakuif	821	Ruakuzt	854	Afiro
802	Ruakuks	822	Ruakwoy	861	Afmik
803	Ruakumm	830	Afies	890	Ruakyns
804	Ruakuoz	850	Afimy	891	Ruakyol
810	Ruakupa	851	Afina	892	Ruakyto
811	Ruakurx	852	Afion	900	Ruakyuk
812	Ruakusu			901	Ruakywu

Linoleum Rugs—7½ x 10½ Feet

Pattern Code	*Pattern Code*	*Pattern Code*
800 Ruaksox	820 Ruakufd	853 Afjet
801 Ruaktro	821 Ruakugg	854 Afleb
802 Ruaktut	822 Ruakuhe	861 Afmyf
803 Ruaktyc	830 Afifi	890 Ruakxyf
804 Ruakubo	850 Afisl	891 Ruakyde
810 Ruakucy	851 Afiut	892 Ruakyeg
811 Ruakudi	852 Afjan	900 Ruakyja
812 Ruakueb		901 Ruakyli

Linoleum Rugs—6 x 9 Feet

800 Ruakshi	820 Ruaktna	853 Aflyn
801 Ruaksve	821 Ruakton	854 Afmam
802 Ruaksyg	822 Ruaktpe	861 Afnok
803 Ruaktcu	830 Afilm	890 Ruakxal
804 Ruaktes	850 Aflif	891 Ruakxer
810 Ruaktfi	851 Afloz	892 Ruakxis
811 Ruaktip	852 Afluv	900 Ruakxop
812 Ruaktmy		901 Ruakxum

Stair and Passage Cloths

100 ⅝ Shine	100 ¾ Shining	101 ¾ Shading
	101 ⅝ Shade	

CORK CARPET

XXX Polished

Color Code	*Color Code*
No. 35 Owaah	No. 37 Owalu
No. 36 Owaes	No. 38 Owane

XXX Unpolished

No. 30 Owadt	No. 32 Owauy
No. 31 Owara	No. 33 Owaxo

XX Polished

No. 35 Owbak	No. 37 Owbic
No. 36 Owbex	No. 38 Owboj

XX Unpolished

No. 30 Owbub	No. 32 Owdaf
No. 31 Owbyf	No. 33 Owdec

TABLE OF SHIPPING WEIGHTS

The following table shows the average crated weight per roll of the various grades of Armstrong's Linoleum and Cork Carpet. There may be variations from these weights, but they are practical for calculating freight charges, etc.

Grade	Width Yards	Average Crated Wt. per Sq. Yd. in Lbs.	Average Crated Wt. per Roll
Plain Linoleum:			
Battleship ¼ inch...	2	14.6	877
Battleship 6 mm.....	2	13.8	830
Battleship 3/16 inch....	2	11.0	660
A Grade (Light Battleship).....	2	8.3	500
B Grade.....	2	7.5	450
C Grade.....	2	6.3	380
D Grade.....	2	5.2	310
Jaspe Linoleum:			
A Grade.....	2	8.7	520
B Grade.....	2	7.5	450
Inset Tile Linoleum....	2	7.8	470
Granite Inlaid.....	2	6.5	390
Carpet Inlaid.....	2	5.0	300
Parquetry Inlaid.....	2	8.2	494
Hamilton Straight Line Inlaid:			
A Grade.....	2	7.8	470
D Grade.....	2	4.5	285
Fulton Inlaid.....	2	6.2	370
Fulton Inlaid.....	4	6.1	730
Acco Inlaid.....	2	5.0	300
Acco Inlaid.....	4	5.0	600
Printed Linoleum:			
D Grade.....	2	5.5	330
D Grade.....	2½	5.6	420
D Grade.....	4	5.3	640
E Grade.....	2	5.0	300
E Grade.....	2½	5.0	375
E Grade.....	4	5.0	600
Cork Carpet:			
XXX.....	2	11.7	700
XX.....	2	9.2	550

Why You Can Recommend Armstrong's for Quality

In selling Armstrong's Linoleum, the following "talking points" should constantly be borne in mind:

1. Every yard of Armstrong's Linoleum is fully guaranteed. The Company will make good any piece that proves defective in manufacture.

2. Both in manufacturing methods and equipment the Armstrong plant at Lancaster, Pa., is the most modern in America.

3. Only the best obtainable ingredients are used in the manufacture of Armstrong's Linoleum. Most of the cork comes from the Company's own factories here and abroad. Every car of linseed oil and all color pigments are tested in the laboratory. The whole manufacturing process is under chemical control.

4. The Armstrong Cork Company possesses an organization of thoroughly experienced linoleum experts. Many of these men were trained abroad where linoleum traditions were founded and developed.

5. Armstrong's Linoleum is carefully tested at every step of the making. The final inspections of the finished product are especially rigid.

6. Exceptional attention is paid to the designing of the patterns and the selection of the colorings.

7. Armstrong's Linoleum received the Grand Prize at the Panama-Pacific International Exposition—the highest possible award—conferred on no other brand of linoleum, foreign or domestic.

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The registered trade-mark for Armstrong's Linoleum, viz.:

appears on the back of every yard of goods—plain, inlaid and printed. When you order Armstrong's Linoleum, insist on getting material that bears the Circle A mark.

THE ARMSTRONG LINE

CORKS OF EVERY DESCRIPTION
CORK DISCS AND WASHERS
BUNGS AND TAPS INSOLES HANDLES
CARBURETOR, OIL AND GASOLINE FLOATS
BATH AND TABLE MATS
LIFE PRESERVERS BUOYS YACHT FENDERS

ACCO CORK GASKETS
For Motor Cars

ARMSTRONG'S LINOLEUM
Plain, Printed and Inlaid

ARMSTRONG'S CORK TILE
For Libraries, Museums, Billiard Rooms, Bathrooms, Etc.

LINOTILE
For Flooring Offices, Banks, Theatres, Kitchens, Pantries, Elevators, Etc.

CIRCLE A CORK BRICK
For Stables, Shipping Platforms, Warehouses, Etc.

NONPAREIL, ACME AND
EUREKA CORKBOARD
For Insulating Cold Storage Rooms

NONPAREIL CORK COVERING
For Cold Pipes

NONPAREIL HIGH PRESSURE COVERING
For Steam Lines, Boilers, Etc.

NONPAREIL INSULATING BRICK
For Boiler Settings, Furnaces, Ovens, Etc.

NONPAREIL CORK MACHINERY ISOLATION
For Deadening the Noise of Fans, Presses and Motors

KORXOLE
Flexible Cork Innersoling for Shoes

ARMSTRONG'S ⅔ CORK SOLES
AND HEELS FOR SHOES

GRANULATED CORK

CORK SPECIALTIES OF EVERY DESCRIPTION

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